

Dunelm Group plc

Investor Relations Strategy

Frequency	Topics	Purpose / agenda	Company attendees	External attendees	Outcomes
Twice a year	Interim and full year results presentations Hosted by Dunelm	Report and illustrate performance Provide guidance about next reporting period(s) in the context of the strategy	Presented by CEO / FD All Directors normally attend	Buy side and sell side equity analysts	Follow up questions Revised projections both published and unpublished Feedback facilitated by company advisors
Twice a year following results announcement Major shareholders given the opportunity to meet with the CEO and FD at least once a year Chairman and other NEDs should be available to meet with shareholders once a year as required	One to one meetings between companies and investing institutions Hosted by the shareholder	Communication and discussion of performance, prospects and “live” current issues facing the company in the context of the company’s strategy or risk appetite	CEO and FD Chairman and NEDs attend a selection of meetings	Portfolio managers, principals, buy side analysts Corporate governance analysts in accordance with the institution’s policy Selected potential investors	Revised privately held investment case Feedback on quality of meeting and investor issues facilitated by company advisors to and from companies and institutions Confirmation (or not) that institution is content with level of engagement

Twice a year	Family dinner Hosted by the Board	Informal discussion of strategy, performance, prospects and “live” current issues facing the company	All Directors	Bill and Jean Adderley Nadine Adderley	Mutual understanding of views Informal feedback facilitated by Will Adderley
Annually (subject to review)	Corporate governance presentation Hosted by the Company	Presentation and discussion of Dunelm’s approach to governance and remuneration, including CSR issues	Chairman, other NEDs	Will Adderley (representing family) Major shareholders, usually corporate governance analysts Proxy voting agencies	Mutual understanding of approach to governance policy and “live issues” outside the pre AGM timetable
Annually	Annual report and AGM Hosted by the Company	Opportunity for shareholders to discuss results, strategy and governance issues with the Board, and demonstrate their views through their AGM vote	All Directors Company Secretary	Bill Adderley normally attends Major shareholders rarely attend Individual shareholders	Shareholders demonstrate views through voting or pre-AGM engagement
Once a year or every other year	Strategy presentation Hosted by the Company at a store	Demonstrate Dunelm and its strategy in a store environment	CEO / FD Members of senior management team	Buy side and sell side equity analysts Representatives of institutional shareholders	Better understanding of the Dunelm investment proposition

Ad hoc	<p>Informal discussions with leading institutions</p> <p>Usually individual meetings, venue agreed by parties</p>	Airing and debating very live issues, such as a significant change in remuneration policy	Chairman, SID, other Directors as appropriate	<p>Portfolio managers, principals, buy side analysts</p> <p>Corporate governance analysts , proxy advisors, depending on the issue concerned</p>	Informal feedback

May 2013