

For immediate release

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REACH

SANDERSON DESIGN GROUP PLC

("Sanderson Design Group", the "Company" or the "Group")

Launch of new Brand and Corporate Websites

Sanderson Design Group PLC (AIM: SDG), the luxury interior design and furnishings group, announces that, as part of its ongoing focus on digitisation, the Company has upgraded its online presence through the launch of new, individual websites for its brands along with a refreshed corporate website.

The new websites for the Zoffany, Sanderson, Morris & Co., Harlequin, Scion, Anthology and Clarke & Clarke brands can all be accessed via the corporate site www.sandersondesigngroup.com. These new websites are in line with the Company's strategy of elevating its brands, thereby creating an engaging experience for consumers and driving sales to trade customers.

Each website underlines the individuality of the brand, providing images, sampling and other product information to inspire consumers. The site addresses are listed here:

- Zoffany: <https://zoffany.sandersondesigngroup.com/>
- Sanderson: <https://sanderson.sandersondesigngroup.com/>
- Morris & Co: <https://morrisandco.sandersondesigngroup.com/>
- Harlequin: <https://harlequin.sandersondesigngroup.com/>
- Scion: <https://scion.sandersondesigngroup.com/>
- Anthology: <https://anthology.sandersondesigngroup.com/>
- Clarke & Clarke: <https://clarke-clarke.sandersondesigngroup.com/>

The Company's trade website is also being significantly upgraded with enhanced functionality in response to the increase in online transactions by trade customers.

Other digital initiatives include the launch of an online shop for the Company's Scion brand in a collaboration with the leading internet retailer Jane Clayton and Company. Initially announced in November last year, the Scion online shop remains on track for a Spring launch this year.

Lisa Montague, Sanderson Design Group's Chief Executive Officer, said: "Our new websites represent a major improvement to the online presence of our brands and will make a significant contribution to achieving our strategic objective of elevating the profile of each of our brands. The new websites will be more engaging for consumers, which in turn will help drive sales for our trade customers."

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Notes for editors:

About Sanderson Design Group

Sanderson Design Group PLC is a luxury interior furnishings company that designs, manufactures and markets wallpapers, fabrics and paints. In addition, the Company derives licensing income from the use of its designs on a wide range of products such as bed and bath collections, rugs, blinds and tableware.

Sanderson Design Group's brands include Zoffany, Sanderson, Morris & Co., Harlequin, Scion, Anthology and Clarke & Clarke.

The Company has a strong UK manufacturing base comprising Anstey wallpaper factory in Loughborough and Standfast & Barracks a fabric printing factory, in Lancaster. Both sites manufacture for the Company and for other wallpaper and fabric brands.

Sanderson Design Group employs approximately 600 people and its products are sold in more than 85 countries worldwide. It has showrooms in London, New York, Chicago, Paris, Amsterdam and Dubai.

Sanderson Design Group trades on the AIM market of the London Stock Exchange under the ticker symbol SDG.

For further information please visit: www.sandersondesigngroup.com

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