

DM plc
(“DM” or the “Group”)

Share Buy-Back Programme

DM, the direct marketing group specialising in customer recruitment and database management, announces that in line with its previously stated policy of conducting share buy-backs, and based on the authority granted at the AGM on 20 May 2011, the Group is actively considering making market purchases of ordinary shares of 1 pence each (“Ordinary Shares”) for cancellation.

Any such purchases will be made in accordance with the Group’s current authority which states that, *inter alia*:

- The maximum aggregate number of Ordinary Shares which may be purchased shall not exceed 50,000,000;
- The maximum price which can be paid may not exceed 105% of the three day average closing price (mid market price) for the three days immediately preceding any such purchase; and
- The minimum price which may be paid is 1 pence.

In addition, the Group may impose any such additional conditions which it deems fit, such as minimum transaction size (both number of Ordinary Shares and transaction value) and total aggregate value of Ordinary Shares purchased. Such condition may also be varied according to market conditions and availability of Ordinary Shares for purchase.

Upon completion of any such purchase or change to the above policy the Group will update the market as soon as practicable.

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