

The following notification dated 15 October 2025 in respect of DFI Retail Group Holdings Limited was lodged with the Financial Conduct Authority in the United Kingdom today:

“**DFI RETAIL GROUP HOLDINGS LIMITED**

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (1)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Scott Anthony Price

2 Reason for the notification

a) Position/Status: Executive Director and Group Chief Executive

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction: (i) Accrual of dividend equivalent shares in respect of share awards granted in June 2023
(ii) Accrual of dividend equivalent shares in respect of share awards granted in June 2024
(iii) Accrual of dividend equivalent shares in respect of share awards granted in June 2025

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	(i) US\$0.00	55,130
	(ii) US\$0.00	122,126
	(iii) US\$0.00	171,288

d) Aggregated price: US\$0.00
Aggregated volume: 348,544

e) Date of the transaction: 15 October 2025

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (2)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Tom Cornelis Gerardus van der Lee

2 Reason for the notification

a) Position/Status: Executive Director and Group Chief Financial Officer

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction: (i) Accrual of dividend equivalent shares in respect of share awards granted in April 2023
(ii) Accrual of dividend equivalent shares in respect of share awards granted in April 2024
(iii) Accrual of dividend equivalent shares in respect of share awards granted in April 2025

c) Price(s) and Volume(s):	Price(s)	Volume(s)
(i)	US\$0.00	5,053
(ii)	US\$0.00	17,931
(iii)	US\$0.00	48,027

d) Aggregated price: US\$0.00
Aggregated volume: 71,011

e) Date of the transaction: 15 October 2025

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (3)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Yue Pang Man

2 Reason for the notification

a) Position/Status: Chief Executive Officer, 7-Eleven

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction: (i) Accrual of dividend equivalent shares in respect of share awards granted in April 2023
(ii) Accrual of dividend equivalent shares in respect of share awards granted in April 2024
(iii) Accrual of dividend equivalent shares in respect of share awards granted in April 2025

c) Price(s) and Volume(s):	Price(s)	Volume(s)
(i)	US\$0.00	8,592
(ii)	US\$0.00	19,937
(iii)	US\$0.00	32,121

d) Aggregated price: US\$0.00
Aggregated volume: 60,650

e) Date of the transaction: 15 October 2025

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (4)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Hei Lam Wong

2 Reason for the notification

a) Position/Status: Chief Executive Officer, Health & Beauty

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction: (i) Accrual of dividend equivalent shares in respect of share awards granted in April 2023
(ii) Accrual of dividend equivalent shares in respect of share awards granted in April 2024
(iii) Accrual of dividend equivalent shares in respect of share awards granted in April 2025

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	(i) US\$0.00	5,205
	(ii) US\$0.00	31,588
	(iii) US\$0.00	39,112

d) Aggregated price: US\$0.00
Aggregated volume: 75,905

e) Date of the transaction: 15 October 2025

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (5)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Jan Martin Onni Lindström

2 Reason for the notification

a) Position/Status: Chief Executive Officer, DFI IKEA

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

- a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535
- b) Nature of the transaction: (i) Accrual of dividend equivalent shares in respect of share awards granted in April 2023
(ii) Accrual of dividend equivalent shares in respect of share awards granted in April 2024
(iii) Accrual of dividend equivalent shares in respect of share awards granted in April 2025
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US\$0.00 | 8,766 |
| (ii) | US\$0.00 | 30,321 |
| (iii) | US\$0.00 | 33,900 |
- d) Aggregated price: US\$0.00
Aggregated volume: 72,987
- e) Date of the transaction: 15 October 2025
- f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (6)

1 Details of the person discharging managerial responsibilities / person closely associated

- a) Name: Wai Man Chan

2 Reason for the notification

- a) Position/Status: Group Chief Legal, Sustainability and Corporate Affairs Officer
- b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

- a) Name: DFI Retail Group Holdings Limited
- b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

- a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535
- b) Nature of the transaction: (i) Accrual of dividend equivalent shares in respect of share awards granted in April 2024
(ii) Accrual of dividend equivalent shares in respect of share awards granted in April 2025
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|------|----------|-----------|
| (i) | US\$0.00 | 36,718 |
| (ii) | US\$0.00 | 39,112 |
- d) Aggregated price: US\$0.00
Aggregated volume: 75,830
- e) Date of the transaction: 15 October 2025
- f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (7)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Jinghui Xu

2 Reason for the notification

a) Position/Status: Group Chief People & Culture Officer

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction: (i) Accrual of dividend equivalent shares in respect of share awards granted in April 2024
(ii) Accrual of dividend equivalent shares in respect of share awards granted in April 2025

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	(i) US\$0.00	38,728
	(ii) US\$0.00	38,156

d) Aggregated price: US\$0.00
Aggregated volume: 76,884

e) Date of the transaction: 15 October 2025

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (8)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Wee Lee Loh

2 Reason for the notification

a) Position/Status: Group Chief Digital and yuu Rewards Officer

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

- b) Nature of the transaction: (i) Accrual of dividend equivalent shares in respect of share awards granted in April 2024
(ii) Accrual of dividend equivalent shares in respect of share awards granted in April 2025
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|------|----------|-----------|
| (i) | US\$0.00 | 17,308 |
| (ii) | US\$0.00 | 23,964 |
- d) Aggregated price: US\$0.00
Aggregated volume: 41,272
- e) Date of the transaction: 15 October 2025
- f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (9)

1 Details of the person discharging managerial responsibilities / person closely associated

- a) Name: Ella Yig-Sharn Chan

2 Reason for the notification

- a) Position/Status: Group Chief Strategy Officer
- b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

- a) Name: DFI Retail Group Holdings Limited
- b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

- a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535
- b) Nature of the transaction: Accrual of dividend equivalent shares in respect of share awards granted in April 2025
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|--|----------|-----------|
| | US\$0.00 | 17,590 |
- d) Aggregated price: N/A - Single transaction
Aggregated volume:
- e) Date of the transaction: 15 October 2025
- f) Place of the transaction: Outside a trading venue

Sean Ward
Company Secretary
DFI Retail Group Holdings Limited

15 October 2025”