

In accordance with the requirements of the Financial Conduct Authority (the ‘FCA’) in the United Kingdom, notifications have been made to the FCA on behalf of the following share transactions in DFI Retail Group Holdings Limited by its Director and Persons Discharging Managerial Responsibilities on 24th April 2024:

“**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: Clem Charalambos Constantine

2 Reason for the notification

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

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: Grant of share awards

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	328,784

d) Aggregated price: N/A - Single transaction
Aggregated volume:

e) Date of the transaction: 24th April 2024

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: Choo Peng Chee

2 Reason for the notification

a) Position/Status: Chief Executive Officer, Food

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: Grant of share awards
- c) Price(s) and Volume(s):

Price(s)	Volume(s)
US\$0.00	343,691
- d) Aggregated price: N/A - Single transaction
Aggregated volume:
- e) Date of the transaction: 24th April 2024
- 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: Wai Man Chan

2 Reason for the notification

- a) Position/Status: Group Chief Legal, Governance 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: Grant of share awards
- c) Price(s) and Volume(s):

Price(s)	Volume(s)
US\$0.00	284,263
- d) Aggregated price: N/A - Single transaction
Aggregated volume:
- e) Date of the transaction: 24th April 2024
- 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: Shen Wei Li

2 Reason for the notification

- a) Position/Status: Group Corporate Strategy and yuu Rewards Director
- 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: Grant of share awards
- c) Price(s) and Volume(s):

Price(s)	Volume(s)
US\$0.00	154,351
- d) Aggregated price: N/A - Single transaction
Aggregated volume:
- e) Date of the transaction: 24th April 2024
- 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: Grant of share awards
- c) Price(s) and Volume(s):

Price(s)	Volume(s)
US\$0.00	234,742
- d) Aggregated price: N/A - Single transaction
Aggregated volume:

- e) Date of the transaction: 24th April 2024
- 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: Danielle Marie Peirce

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: Grant of share awards
- c) Price(s) and Volume(s):

Price(s)	Volume(s)
US\$0.00	236,093
- d) Aggregated price: N/A - Single transaction
Aggregated volume:
- e) Date of the transaction: 24th April 2024
- 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: 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: Grant of share awards
- c) Price(s) and Volume(s):
- | | |
|----------|-----------|
| Price(s) | Volume(s) |
| US\$0.00 | 244,550 |
- d) Aggregated price: N/A - Single transaction
Aggregated volume:
- e) Date of the transaction: 24th April 2024
- 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 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: Grant of share awards
- c) Price(s) and Volume(s):
- | | |
|----------|-----------|
| Price(s) | Volume(s) |
| US\$0.00 | 133,996 |
- d) Aggregated price: N/A - Single transaction
Aggregated volume:
- e) Date of the transaction: 24th April 2024
- 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: 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: Grant of share awards

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	299,827

d) Aggregated price: N/A - Single transaction
Aggregated volume:

e) Date of the transaction: 24th April 2024

f) Place of the transaction: Outside a trading venue

Jonathan Lloyd, Jardine Matheson Limited
For and on behalf of DFI Retail Group Holdings Limited

24th April 2024”