

The following notification dated 2 April 2026 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 2025 final dividend on share awards granted in June 2023
- (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in June 2024
- (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in June 2025
- (iv) Grant of share awards

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US\$0.00	9,645
(ii)	US\$0.00	21,366
(iii)	US\$0.00	29,966
(iv)	US\$0.00	551,360

d) Aggregated price: US\$0.00
Aggregated volume: 612,337

e) Date of the transaction: 1 April 2026

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 2025 final dividend on share awards granted in April 2023
- (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024
- (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
- (iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2023
- (v) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
- (vi) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
- (vii) Ordinary shares received upon vesting of share awards granted in April 2023
- (viii) Ordinary shares received upon vesting of share awards granted in April 2024
- (ix) Ordinary shares received upon vesting of share awards granted in April 2025
- (x) Grant of share awards

c) Price(s) and Volume(s):	Price(s)	Volume(s)
(i)	US\$0.00	884
(ii)	US\$0.00	3,137
(iii)	US\$0.00	8,402
(iv)	US\$0.00	5,932
(v)	US\$0.00	5,941
(vi)	US\$0.00	9,310
(vii)	US\$0.00	32,635
(viii)	US\$0.00	32,694
(ix)	US\$0.00	51,227
(x)	US\$0.00	171,875

d) Aggregated price: US\$0.00
Aggregated volume: 322,037

e) Date of the transaction: 1 April 2026

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

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- (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
- (iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2023
- (v) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
- (vi) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
- (vii) Ordinary shares received upon vesting of share awards granted in April 2023
- (viii) Ordinary shares received upon vesting of share awards granted in April 2024
- (ix) Ordinary shares received upon vesting of share awards granted in April 2025
- (x) Grant of share awards

c) Price(s) and Volume(s):	Price(s)	Volume(s)
(i)	US\$0.00	1,503
(ii)	US\$0.00	3,488
(iii)	US\$0.00	5,619
(iv)	US\$0.00	10,086
(v)	US\$0.00	6,606
(vi)	US\$0.00	6,356
(vii)	US\$0.00	55,490
(viii)	US\$0.00	36,351
(ix)	US\$0.00	34,973
(x)	US\$0.00	155,196

d) Aggregated price: US\$0.00
Aggregated volume: 315,668

e) Date of the transaction: 1 April 2026

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

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- (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
- (iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2023
- (v) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
- (vi) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
- (vii) Ordinary shares received upon vesting of share awards granted in April 2023
- (viii) Ordinary shares received upon vesting of share awards granted in April 2024
- (ix) Ordinary shares received upon vesting of share awards granted in April 2025
- (x) Grant of share awards

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US\$0.00	911
(ii)	US\$0.00	5,526
(iii)	US\$0.00	6,842
(iv)	US\$0.00	6,111
(v)	US\$0.00	7,332
(vi)	US\$0.00	7,581
(vii)	US\$0.00	33,614
(viii)	US\$0.00	40,351
(ix)	US\$0.00	41,718
(x)	US\$0.00	144,676

d) Aggregated price: US\$0.00
Aggregated volume: 294,662

e) Date of the transaction: 1 April 2026

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

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Identification code: BMG2624N1535

b) Nature of the transaction:

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- (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024
- (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
- (iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2023
- (v) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
- (vi) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
- (vii) Ordinary shares received upon vesting of share awards granted in April 2023
- (viii) Ordinary shares received upon vesting of share awards granted in April 2024
- (ix) Ordinary shares received upon vesting of share awards granted in April 2025

c) Price(s) and Volume(s):	Price(s)	Volume(s)
(i)	US\$0.00	1,534
(ii)	US\$0.00	5,304
(iii)	US\$0.00	5,930
(iv)	US\$0.00	10,285
(v)	US\$0.00	7,039
(vi)	US\$0.00	6,571
(vii)	US\$0.00	56,583
(viii)	US\$0.00	38,732
(ix)	US\$0.00	36,159

d) Aggregated price: US\$0.00
Aggregated volume: 168,137

e) Date of the transaction: 1 April 2026

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; Company Secretary

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 2025 final dividend on share awards granted in April 2024
- (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
- (iii) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
- (iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
- (v) Ordinary shares received upon vesting of share awards granted in April 2024
- (vi) Ordinary shares received upon vesting of share awards granted in April 2025
- (vii) Grant of share awards

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US\$0.00	6,424
(ii)	US\$0.00	6,842
(iii)	US\$0.00	8,524
(iv)	US\$0.00	7,581
(v)	US\$0.00	46,904
(vi)	US\$0.00	41,718
(vii)	US\$0.00	144,676

d) Aggregated price: US\$0.00
Aggregated volume: 262,669

e) Date of the transaction: 1 April 2026

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 2025 final dividend on share awards granted in April 2024
 - (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
 - (iii) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
 - (iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
 - (v) Ordinary shares received upon vesting of share awards granted in April 2024
 - (vi) Ordinary shares received upon vesting of share awards granted in April 2025
 - (vii) Grant of share awards
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US\$0.00 | 6,775 |
| (ii) | US\$0.00 | 6,676 |
| (iii) | US\$0.00 | 8,991 |
| (iv) | US\$0.00 | 7,396 |
| (v) | US\$0.00 | 49,472 |
| (vi) | US\$0.00 | 40,697 |
| (vii) | US\$0.00 | 141,711 |
- d) Aggregated price: US\$0.00
Aggregated volume: 261,718
- e) Date of the transaction: 1 April 2026
- 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 2025 final dividend on share awards granted in April 2024
 - (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025

- (iii) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
- (iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
- (v) Ordinary shares received upon vesting of share awards granted in April 2024
- (vi) Ordinary shares received upon vesting of share awards granted in April 2025
- (vii) Grant of share awards

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	(i) US\$0.00	3,028
	(ii) US\$0.00	4,192
	(iii) US\$0.00	4,018
	(iv) US\$0.00	4,645
	(v) US\$0.00	22,109
	(vi) US\$0.00	25,561
	(vii) US\$0.00	121,576

d) Aggregated price: US\$0.00
 Aggregated volume: 185,129

e) Date of the transaction: 1 April 2026

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:

- (i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
- (ii) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
- (iii) Ordinary shares received upon vesting of share awards granted in April 2025
- (iv) Grant of share awards

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	(i) US\$0.00	3,078
	(ii) US\$0.00	3,409
	(iii) US\$0.00	27,248
	(iv) US\$0.00	103,196

- d) Aggregated price: US\$0.00
Aggregated volume: 136,931
- e) Date of the transaction: 1 April 2026
- f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (10)

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

- a) Name: Hsiao En Liu

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:
 - (i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in October 2024
 - (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
 - (iii) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
 - (iv) Ordinary shares received upon vesting of share awards granted in April 2025
 - (v) Grant of share awards
- c) Price(s) and Volume(s):

Price(s)	Volume(s)
(i) US\$0.00	3,700
(ii) US\$0.00	10,264
(iii) US\$0.00	11,373
(iv) US\$0.00	62,578
(v) US\$0.00	217,014
- d) Aggregated price: US\$0.00
Aggregated volume: 304,929
- e) Date of the transaction: 1 April 2026
- f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (11)

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

- a) Name: King Yan Crystal Chan

2 Reason for the notification

- a) Position/Status: Group Chief Technology and Information 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

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 - (iv) Ordinary shares received upon vesting of share awards granted in April 2025
 - (v) Grant of share awards
- c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US\$0.00	1,662
(ii)	US\$0.00	4,462
(iii)	US\$0.00	4,943
(iv)	US\$0.00	27,200
(v)	US\$0.00	126,439
- d) Aggregated price: US\$0.00
Aggregated volume: 164,706
- e) Date of the transaction: 1 April 2026
- f) Place of the transaction: Outside a trading venue

Erica Chan
Company Secretary
DFI Retail Group Holdings Limited

2 April 2026”