

The following notification dated 30 April 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 TRANSACTION(S) BY PERSON(S) DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSON(S) CLOSELY ASSOCIATED WITH THEM

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: Disposal of ordinary shares

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$2.44	46,000

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

e) Date of the transaction: 28 April 2025

f) Place of the transaction: Singapore Exchange (XSES)

Sean Ward, Jardine Matheson Limited
For and on behalf of DFI Retail Group Holdings Limited

30 April 2025”