

The following notification dated 3 August 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 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, 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: Ordinary shares received upon vesting of share awards granted in August 2024

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	193,820

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

e) Date of the transaction: 3 August 2026

f) Place of the transaction: Outside a trading venue

Erica Chan
Company Secretary
DFI Retail Group Holdings Limited

3 August 2026

www.DFIretailgroup.com”