

The following notification dated 14 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 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: Transfer of shares between own accounts for nil consideration

c) Price(s) and Volume(s):
Price(s) Volume(s)
US\$0.00 56,333

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

e) Date of the transaction: 10 April 2026

f) Place of the transaction: Outside a trading venue

Erica Chan
Company Secretary
DFI Retail Group Holdings Limited

14 April 2026”