

The following notification dated 15 May 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 (the ‘Company’)

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: (i) Initial Notification
(ii) Initial Notification
(iii) Initial Notification
(iv) 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) Acquisition of shares in respect of dividend reinvestment
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in June 2024^(A)
(iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in June 2025^(A)
(iv) Grant of share awards^(A)

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

	Price(s)	Volume(s)
(i)	US\$0.00	5,029
(ii)	US\$0.00	10,683
(iii)	US\$0.00	22,364
(iv)	US\$0.00	275,679

d) Aggregated price: US\$0.00
Aggregated volume: 313,755

e) Date of the transaction: (i) 13 May 2026
(ii) 1 April 2026
(iii) 1 April 2026
(iv) 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: (i) Initial Notification
(ii) Initial Notification
(iii) Initial Notification
(iv) Initial Notification
(v) 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) Acquisition of shares in respect of dividend reinvestment
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2023^(A)
(iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024^(A)
(iv) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
(v) Grant of share awards^(A)
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US\$0.00 | 5,647 |
| (ii) | US\$0.00 | 295 |
| (iii) | US\$0.00 | 1,341 |
| (iv) | US\$0.00 | 4,201 |
| (v) | US\$0.00 | 85,937 |
- d) Aggregated price: US\$0.00
Aggregated volume: 97,421
- e) Date of the transaction: (i) 13 May 2026
(ii) 1 April 2026
(iii) 1 April 2026
(iv) 1 April 2026
(v) 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: (i) Initial Notification
(ii) Initial Notification
(iii) Initial Notification
(iv) Initial Notification
(v) 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) Acquisition of shares in respect of dividend reinvestment
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2023^(A)
(iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024^(A)
(iv) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
(v) Grant of share awards^(A)

c) Price(s) and Volume(s):	Price(s)	Volume(s)
(i)	US\$0.00	2,581
(ii)	US\$0.00	501
(iii)	US\$0.00	1,491
(iv)	US\$0.00	2,751
(v)	US\$0.00	77,597

d) Aggregated price: US\$0.00
Aggregated volume: 84,921

- e) Date of the transaction: (i) 13 May 2026
(ii) 1 April 2026
(iii) 1 April 2026
(iv) 1 April 2026
(v) 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: (i) Initial Notification
(ii) Initial Notification
(iii) Initial Notification
(iv) Initial Notification
(v) 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) Acquisition of shares in respect of dividend reinvestment
- (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2023^(A)
- (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024^(A)
- (iv) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
- (v) Grant of share awards^(A)

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

	Price(s)	Volume(s)
(i)	US\$0.00	4,262
(ii)	US\$0.00	304
(iii)	US\$0.00	3,309
(iv)	US\$0.00	3,421
(v)	US\$0.00	72,337

d) Aggregated price: US\$0.00
Aggregated volume: 83,633

e) Date of the transaction:

- (i) 13 May 2026
- (ii) 1 April 2026
- (iii) 1 April 2026
- (iv) 1 April 2026
- (v) 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: Wai Man Chan

2 Reason for the notification

a) Position/Status: Group Chief Legal, Sustainability and Corporate Affairs Officer

b) Initial notification/Amendment:

- (i) Initial Notification
- (ii) Initial Notification
- (iii) Initial Notification
- (iv) 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) Acquisition of shares in respect of dividend reinvestment
 - (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024^(A)
 - (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
 - (iv) Grant of share awards^(A)
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US\$0.00 | 9,195 |
| (ii) | US\$0.00 | 3,847 |
| (iii) | US\$0.00 | 3,421 |
| (iv) | US\$0.00 | 72,337 |
- d) Aggregated price: US\$0.00
Aggregated volume: 88,800
- e) Date of the transaction:
- (i) 13 May 2026
 - (ii) 1 April 2026
 - (iii) 1 April 2026
 - (iv) 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: Jinghui Xu

2 Reason for the notification

- a) Position/Status: Group Chief People & Culture Officer
- b) Initial notification/Amendment:
- (i) Initial Notification
 - (ii) Initial Notification
 - (iii) Initial Notification
 - (iv) 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) Acquisition of shares in respect of dividend reinvestment
 - (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024^(A)
 - (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
 - (iv) Grant of share awards^(A)

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	(i) US\$0.00	1,417
	(ii) US\$0.00	4,057
	(iii) US\$0.00	3,338
	(iv) US\$0.00	70,854
d) Aggregated price:	US\$0.00	
Aggregated volume:	79,666	
e) Date of the transaction:	(i) 13 May 2026	
	(ii) 1 April 2026	
	(iii) 1 April 2026	
	(iv) 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: Wee Lee Loh

2 Reason for the notification

a) Position/Status: Group Chief Digital and yuu Rewards Officer

b) Initial notification/Amendment: (i) Initial Notification
(ii) Initial Notification
(iii) 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^(A)
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
(iii) Grant of share awards^(A)

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	(i) US\$0.00	1,813
	(ii) US\$0.00	2,096
	(iii) US\$0.00	60,787

d) Aggregated price: US\$0.00
Aggregated volume: 64,696

e) Date of the transaction: (i) 1 April 2026
(ii) 1 April 2026
(iii) 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: Ella Yig-Sharn Chan

2 Reason for the notification

a) Position/Status: Group Chief Strategy Officer

b) Initial notification/Amendment: (i) Initial Notification
(ii) 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^(A)
(ii) Grant of share awards^(A)

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

	Price(s)	Volume(s)
(i)	US\$0.00	1,539
(ii)	US\$0.00	51,597

d) Aggregated price: US\$0.00
Aggregated volume: 53,136

e) Date of the transaction: (i) 1 April 2026
(ii) 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: Hsiao En Liu

2 Reason for the notification

a) Position/Status: Chief Executive Officer, Food

b) Initial notification/Amendment: (i) Initial Notification
(ii) Initial Notification
(iii) Initial Notification
(iv) 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) Acquisition of shares in respect of dividend reinvestment
- (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in October 2024^(A)
- (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
- (iv) Grant of share awards^(A)

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

	Price(s)	Volume(s)
(i)	US\$0.00	6,337
(ii)	US\$0.00	2,216
(iii)	US\$0.00	5,132
(iv)	US\$0.00	108,506

d) Aggregated price: US\$0.00
Aggregated volume: 122,191

e) Date of the transaction:

- (i) 13 May 2026
- (ii) 1 April 2026
- (iii) 1 April 2026
- (iv) 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: King Yan Crystal Chan

2 Reason for the notification

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

b) Initial notification/Amendment:

- (i) Initial Notification
- (ii) Initial Notification
- (iii) Initial Notification
- (iv) 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
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- b) Nature of the transaction:
- (i) Acquisition of shares in respect of dividend reinvestment
 - (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in October 2024^(A)
 - (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
 - (iv) Grant of share awards^(A)
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US\$0.00 | 351 |
| (ii) | US\$0.00 | 995 |
| (iii) | US\$0.00 | 2,231 |
| (iv) | US\$0.00 | 63,218 |
- d) Aggregated price: US\$0.00
 Aggregated volume: 66,795
- e) Date of the transaction:
- (i) 13 May 2026
 - (ii) 1 April 2026
 - (iii) 1 April 2026
 - (iv) 1 April 2026
- f) Place of the transaction: Outside a trading venue

^(A) This figure should be read in conjunction with the transaction disclosed in the Company's announcement dated 2 April 2026 with respect to the director/PDMR and together, they represent the maximum potential entitlement (assuming satisfaction of all performance-related conditions) of such director/PDMR with respect to such transaction.

Erica Chan
 Company Secretary
 DFI Retail Group Holdings Limited

15 May 2026

www.DFIretailgroup.com"