

The following notification dated 5 October 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: 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:
 - (i) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in October 2024
 - (ii) Ordinary shares received upon vesting of share awards granted in October 2024
- c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US\$0.00	5,435
(ii)	US\$0.00	27,016
- d) Aggregated price: US\$0.00
Aggregated volume: 32,451
- e) Date of the transaction: 1 October 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: 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

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) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in October 2024
(ii) Ordinary shares received upon vesting of share awards granted in October 2024

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	(i) US\$0.00	2,441
	(ii) US\$0.00	12,132

d) Aggregated price: US\$0.00
Aggregated volume: 14,573

e) Date of the transaction: 1 October 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: 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: Ordinary shares received upon vesting of share awards granted in October 2023

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	25,374

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

e) Date of the transaction: 1 October 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: Kaizhi Wu

2 Reason for the notification

a) Position/Status: 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: Grant of share awards

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	159,764

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

e) Date of the transaction: 1 October 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: Kshitij Mulay

2 Reason for the notification

a) Position/Status: Group Chief Digital and Loyalty 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: Grant of share awards

- c) Price(s) and Volume(s): Price(s) Volume(s)
 US\$0.00 68,135
- d) Aggregated price: N/A – Single transaction
 Aggregated volume:
- e) Date of the transaction: 1 October 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: Tom Cornelis Gerardus van der Lee

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: Acquisition of ordinary shares
- c) Price(s) and Volume(s): Price(s) Volume(s)
 US\$3.40 16,500
- d) Aggregated price: N/A – Single transaction
 Aggregated volume:
- e) Date of the transaction: 1 October 2026
- f) Place of the transaction: Singapore Exchange (XSES)

The grant of share awards disclosed in this announcement represents the maximum potential entitlement assuming full satisfaction of performance conditions (if any).

Erica Chan
 Company Secretary
 DFI Retail Group Holdings Limited

5 October 2026

www.DFIretailgroup.com”