

In accordance with the requirements of the Financial Conduct Authority in the United Kingdom, the following notification of a share transaction of a Director has been made on behalf of 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: Ian James Winward McLeod

2 Reason for the notification

- a) Position/Status: Group Chief Executive
- 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
- c) Price(s) and Volume(s):

Price(s)	Volume(s)
US\$0.00	199,172
- d) Aggregated price:
Aggregated volume: N/A - Single transaction
- e) Date of the transaction: 1st January 2023
- f) Place of the transaction: Outside a trading venue

Jonathan Lloyd, Jardine Matheson Limited
For and on behalf of DFI Retail Group Holdings Limited

3rd January 2023”