

In accordance with the requirements of the Financial Conduct Authority (the 'FCA') in the United Kingdom, notifications have been made to the FCA on behalf of the following share transactions in DFI Retail Group Holdings Limited by its Persons Discharging Managerial Responsibilities on 15th March 2023:

“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: Choo Peng Chee

2 Reason for the notification

a) Position/Status: Chief Executive Officer – DFI Retail North Asia

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: Lapse of share options

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	100,000

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

e) Date of the transaction: 15th March 2023

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: Jan Martin Onni Lindström

2 Reason for the notification

a) Position/Status: Chief Executive Officer - IKEA

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: Lapse of share options
- c) Price(s) and Volume(s):

Price(s)	Volume(s)
US\$0.00	100,000
- d) Aggregated price:
Aggregated volume: N/A - Single transaction
- e) Date of the transaction: 15th March 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

15th March 2023”