

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 Person Discharging Managerial Responsibilities on 2 January 2025:

“DFI RETAIL GROUP HOLDINGS LIMITED

NOTIFICATION OF TRANSACTION(S) BY PERSON(S) DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSON(S) CLOSELY ASSOCIATED WITH THEM

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, Governance and Corporate Affairs 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

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

Price(s)	Volume(s)
US\$0.00	146,017

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

e) Date of the transaction: 1 January 2025

f) Place of the transaction: Outside a trading venue

Sean Ward, Jardine Matheson Limited
For and on behalf of DFI Retail Group Holdings Limited

2 January 2025”