

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 Dairy Farm International Holdings Limited by its Directors and Persons Discharging Managerial Responsibilities on 16th March 2017:-

**“DAIRY FARM INTERNATIONAL 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: Graham Denis Allan

**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: Dairy Farm International 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 option over shares at an exercise price of US\$8.906 per share

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	600,000

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

e) Date of the transaction: 15th March 2017

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: Neil John Galloway

**2 Reason for the notification**

a) Position/Status: Group Finance Director

b) Initial notification/Amendment: Initial Notification

**3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**

a) Name: Dairy Farm International 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 option over shares at an exercise price of US\$8.906 per share

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	200,000

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

e) Date of the transaction: 15th March 2017

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: Peng Chee Choo

**2 Reason for the notification**

a) Position/Status: Regional Director, North Asia (Food)

b) Initial notification/Amendment: Initial Notification

**3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**

a) Name: Dairy Farm International 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 option over shares at an exercise price of US\$8.906 per share

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	250,000

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

e) Date of the transaction: 15th March 2017

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: Pierre-Olivier, Claude Deplanck

**2 Reason for the notification**

a) Position/Status: Chief Executive Officer, Malaysia and Brunei (Food)

b) Initial notification/Amendment: Initial Notification

**3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**

a) Name: Dairy Farm International 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 option over shares at an exercise price of US\$8.906 per share

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	200,000

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

e) Date of the transaction: 15th March 2017

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: Stéphane Guillaume Jean Deutsch

**2 Reason for the notification**

a) Position/Status: President Director, PT Hero

b) Initial notification/Amendment: Initial Notification

**3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**

a) Name: Dairy Farm International 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 option over shares at an exercise price of US\$8.906 per share
- c) Price(s) and Volume(s):
 

Price(s)	Volume(s)
US\$0.00	150,000
- d) Aggregated price:  
Aggregated volume: N/A - Single transaction
- e) Date of the transaction: 15th March 2017
- 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: Gordon Hillocks Farquhar

**2 Reason for the notification**

- a) Position/Status: Group Director, Health and Beauty
- b) Initial notification/Amendment: Initial Notification

**3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**

- a) Name: Dairy Farm International 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 option over shares at an exercise price of US\$8.906 per share
- c) Price(s) and Volume(s):
 

Price(s)	Volume(s)
US\$0.00	200,000
- d) Aggregated price:  
Aggregated volume: N/A - Single transaction
- e) Date of the transaction: 15th March 2017
- 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: Mark Philip Herbert

**2 Reason for the notification**

a) Position/Status: Chief Executive Officer, Singapore and Cambodia (Food)

b) Initial notification/Amendment: Initial Notification

**3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**

a) Name: Dairy Farm International 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 option over shares at an exercise price of US\$8.906 per share

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	200,000

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

e) Date of the transaction: 15th March 2017

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: Jan Martin Onni Lindström

**2 Reason for the notification**

a) Position/Status: Group Director, IKEA

b) Initial notification/Amendment: Initial Notification

**3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**

a) Name: Dairy Farm International 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 option over shares at an exercise price of US\$8.906 per share

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	200,000

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

e) Date of the transaction: 15th March 2017

f) Place of the transaction: Outside a trading venue

**Neil M McNamara, Jardine Matheson Limited**  
**For and on behalf of Dairy Farm International Holdings Limited**

**16th March 2017”**