

The following notification dated 17 October 2025 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: Scott Anthony Price

2 Reason for the notification

a) Position/Status: Executive Director and 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 in respect of dividend reinvestment

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	24,677

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

e) Date of the transaction: 15 October 2025

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: Tom Cornelis Gerardus van der Lee

2 Reason for the notification

a) Position/Status: Executive Director and 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: Ordinary shares received in respect of dividend reinvestment
- c) Price(s) and Volume(s):
- | | |
|----------|-----------|
| Price(s) | Volume(s) |
| US\$0.00 | 27,709 |
- d) Aggregated price: N/A - Single transaction
Aggregated volume:
- e) Date of the transaction: 15 October 2025
- 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: Hsiao En Liu

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: Ordinary shares received in respect of dividend reinvestment
- c) Price(s) and Volume(s):
- | | |
|----------|-----------|
| Price(s) | Volume(s) |
| US\$0.00 | 27,248 |
- d) Aggregated price: N/A - Single transaction
Aggregated volume:
- e) Date of the transaction: 15 October 2025
- 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: Yue Pang Man

2 Reason for the notification

a) Position/Status: Chief Executive Officer, 7-Eleven

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 in respect of dividend reinvestment

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	12,664

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

e) Date of the transaction: 15 October 2025

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: Hei Lam Wong

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: Ordinary shares received in respect of dividend reinvestment

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	20,912

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

e) Date of the transaction: 15 October 2025

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: Jan Martin Onni Lindström

2 Reason for the notification

a) Position/Status: Chief Executive Officer, DFI 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: Ordinary shares received in respect of dividend reinvestment

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US\$0.00	36,476

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

e) Date of the transaction: 15 October 2025

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: Wai Man Chan

2 Reason for the notification

a) Position/Status: Group Chief Legal, Sustainability 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 in respect of dividend reinvestment
- c) Price(s) and Volume(s):
- | | |
|----------|-----------|
| Price(s) | Volume(s) |
| US\$0.00 | 27,122 |
- d) Aggregated price: N/A - Single transaction
Aggregated volume:
- e) Date of the transaction: 15 October 2025
- 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: Jinghui Xu

2 Reason for the notification

- a) Position/Status: Group Chief People & Culture 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 in respect of dividend reinvestment
- c) Price(s) and Volume(s):
- | | |
|----------|-----------|
| Price(s) | Volume(s) |
| US\$0.00 | 6,955 |
- d) Aggregated price: N/A - Single transaction
Aggregated volume:
- e) Date of the transaction: 15 October 2025
- f) Place of the transaction: Outside a trading venue

Sean Ward
Company Secretary
DFI Retail Group Holdings Limited

17 October 2025”