

| Persons Discharging Managerial Responsibilities and persons closely associated with them notification | | | |
|---|---|--------|-------|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| Legal person | Michael Stefan Schmidt | | |
| 2. | Reason for the notification | | |
| Position/status | Michael Stefan Schmidt is a person discharging managerial responsibilities in relation to the Issuer, being the Chief Financial Officer, Interim CEO and an Executive Director of the Issuer. | | |
| Initial notification/ amendment | Initial | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| Issuer | B&M European Value Retail S.A. | | |
| LEI | 213800UK7ZRLY2K1X530 | | |
| 4. | Details of the transaction(s) | | |
| Description of the financial instrument, type of Instrument | Ordinary shares of 10 pence each | | |
| Identification Code | ISIN LU1072616219 | | |
| Nature of the transaction | Grant of nil-cost share options in relation to deferral of one half of annual bonus | | |
| Currency | GBP | | |
| Price(s) and volume(s) | Price | Volume | Total |
| | nil | 57,100 | nil |
| Aggregated Information | Price | Volume | Total |
| | nil | 57,100 | nil |
| Date of Transaction | 2025-06-10 | | |
| Place of transaction | Outside a trading venue | | |

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