



17 June 2025

B&M European Value Retail S.A
3, rue Gabriel Lippmann, L-5365 Munsbach,
Luxembourg
(the "Company")
CEO Share Purchase

B&M European Value Retail S.A. ("the Group"), a UK leading variety goods value retailer, announced on 15 May 2025 that Tjeerd Jegen would join the Company as Group Chief Executive Officer ("CEO") on 16th June. Further to Tjeerd commencing his role as Group CEO and Executive Director of the Company he has also notified the Company of the following share purchases:

Persons Discharging Managerial Responsibilities and persons closely associated with them notification				
1	Details of the person discharging managerial responsibilities/person closely associated			
Legal person	Tjeerd Jegen			
2.	Reason for the notification			
Position/status	Tjeerd Jegen is a person discharging managerial responsibilities as Chief Executive Officer and Executive Director of the Company.			
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	Purchase of ordinary shares			
Currency	GBP			
Price(s) and volume(s)	Price	Volume	Total	Date

	2.634	30,400	£80,073.60	2025-06-10
	2.697	37,500	£101,137.50	2025-06-11
	2.678	40,000	£107,120.00	2025-06-11
	2.6073	45,000	£117,328.50	2025-06-12
	2.6182	45,000	£117,819.00	2025-06-13
Aggregated Information	Price(s)	Volume	Total	
	£2.6073 - £2.697	197,900	£523,559.60	
Date of Transaction	Transactions were made between 10 and 13 June 2025 (as detailed above)			
Place of transaction	London Main Market			

1. Tjeerd Jegen brings over 25 years of international retail experience. He began his career at Ahold Delhaize, gaining experience across food retail operations in the Netherlands and Central Europe and subsequently worked as CEO at Metro Group in Romania. He held senior leadership roles at Tesco in Thailand and Malaysia then led the Supermarkets division of Woolworth Australia, delivering key innovations in online retail, private label, and fresh food supply chains. In 2015, Tjeerd became CEO of HEMA, the Dutch value variety chain, where he led international expansion. More recently, he served as CEO of Takko Fashion, a leading discount fashion retailer and subsequently CEO of Accell Group, Europe's largest e-bike manufacturer.
2. Tjeerd Jegen's remuneration and benefits were announced on 15 May 2025 will be consistent with the B&M Remuneration Policy approved at the AGM in July 2024 and will be disclosed in the 2025 Annual Report and Accounts.
3. The necessary UK Visa and related work permits in relation to this appointment have been received.
4. Tjeerd is currently senior adviser and at a later stage will be the incoming Non- Executive Chair of Accell Group, an unquoted private company where he was formerly CEO.

This announcement is made pursuant to UK Listing Rule 6.4.6 R and contains information relevant to UK Listing Rule 6.4.8R(1). The Company confirms that there is no information to be disclosed regarding paragraphs (2) to (6) of Listing Rule 6.4.8R.

Enquiries

B&M European Value Retail S.A.

For further information please contact:

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