

Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Legal person	Gareth Bilton		
2.	Reason for the notification		
Position/status	Gareth Bilton is a person discharging managerial responsibilities in relation to the Issuer, being the Trading Director.		
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		
Currency	GBP		
Price(s) and volume(s)	Price	Volume	Total
	Nil	66,062	nil
Aggregated Information	Price	Volume	Total
	Nil	66,062	nil
Date of Transaction	30 July 2025		
Place of transaction	Outside a trading venue		
Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Legal person	Alexander Simpson		
2.	Reason for the notification		
Position/status	Alexander Simpson is a person discharging managerial responsibilities in relation to the Issuer's Group, being the Group General Counsel		
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		
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Currency	GBP		
Price(s) and volume(s)	Price	Volume	Total
	Nil	66,062	nil
Aggregated Information	Price	Volume	Total
	Nil	66,062	nil
Date of Transaction	30 July 2025		
Place of transaction	Outside a trading venue		
Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Legal person	Jonathan Parry		
2.	Reason for the notification		
Position/status	Jonathan Parry is a person discharging managerial responsibilities in relation to the Issuer's Group, being the Supply Chain Director.		
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		
Currency	GBP		
Price(s) and volume(s)	Price	Volume	Total
	Nil	68,689	Nil

Aggregated Information	Price	Volume	Total
	Nil	68,689	Nil
Date of Transaction	30 July 2025		
Place of transaction	Outside a trading venue		
Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Legal person	James Kew		
2.	Reason for the notification		
Position/status	James Kew is a person discharging managerial responsibilities in relation to the Issuer's Group, being Retail Director.		
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		
Currency	GBP		
Price(s) and volume(s)	Price	Volume	Total
	Nil	63,860	nil
Aggregated Information	Price	Volume	Total
	Nil	63,860	nil
Date of Transaction	30 July 2025		
Place of transaction	Outside a trading venue		
Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Legal person	Anthony Giron		
2.	Reason for the notification		
Position/status	Anthony Giron is a person discharging managerial responsibilities in relation to the Issuer's Group, being Managing Director of B&M France.		
Initial notification/ amendment	Initial		

<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
Issuer	B&M European Value Retail S.A.		
LEI	213800UK7ZRLY2K1X530		
<b>4.</b>	<b>Details of the transaction(s)</b>		
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		
Currency	GBP		
Price(s) and volume(s)	Price	Volume	Total
	Nil	62,094	nil
Aggregated Information	Price	Volume	Total
	Nil	62,094	nil
Date of Transaction	30 July 2025		
Place of transaction	Outside a trading venue		

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