Persons Dischargi	ng Managerial Responsibilities	and persons closely associated wi	th them notification		
1	Details of the person discharging managerial responsibilities/person closely associated				
Legal person	Jonathan Parry				
2.	Reason for the notification				
Position/status	PDMR - 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	Exercise of nil-cost share options in relation to Restricted Share Award 2022				
Currency	GBP				
Price(s) and volume(s)	Price	Volume	Total		
	Nil	38,611	Nil		
Aggregated Information	Price	Volume	Total		
	Nil	38,611	Nil		
Date of Transaction	12 August 2025				
Place of transaction	Outside a trading venue				
Persons Dischargi	ng Managerial Responsibilities	and persons closely associated wi	th them notification		
1	Details of the person discharging managerial responsibilities/person closely associated				
Legal person	Jonathan Parry				
2.	Reason for the notification				
Position/status	PDMR - Supply Chain Director				
Initial notification/ amendment	Initial				
3.	Details of the issuer, emission a	llowance market participant, auc	tion platform, auctioneer or		

	auction momtor				
Issuer	B&M European Value Retail S.	Α.			
LEI	213800UK7ZRLY2K1X530				
4.	Details of the transaction(s)				
Description of the financial instrument, type of Instrument					
Identification Code	e ISIN LU1072616219				
Nature of the transaction	Disposal of sufficient shares to discharge tax liability upon exercise of share options.				
Currency	GBP				
Price(s) and volume(s)	Price	Volume	Total		
	£2.241	18,193	£40,770.51		
Aggregated Information	Price	Volume	Total		
	£2.241	18,193	£40,770.51		
Date of Transaction	12 August 2025				
Place of transaction	London Stock Exchange, Main Market (XLON)				
Persons Dischargi	ng Managerial Responsibilitie	es and persons closely as	ssociated with them notification		
1	Details of the person discharg	ing managerial respons	sibilities/person closely associated		
	Details of the person discharg James Kew	ing managerial respons	sibilities/person closely associated		
Legal person		ing managerial respons	sibilities/person closely associated		
Legal person	James Kew	ing managerial respons	sibilities/person closely associated		
Legal person 2. Position/status Initial notification/	James Kew Reason for the notification PDMR - Retail Director	ing managerial respons	sibilities/person closely associated		
Legal person 2. Position/status Initial notification/amendment 3.	James Kew Reason for the notification PDMR - Retail Director Initial		icipant, auction platform, auctioneer or		
Legal person 2. Position/status Initial notification/amendment 3.	James Kew Reason for the notification PDMR - Retail Director Initial Details of the issuer, emission	n allowance market part			
Legal person 2. Position/status Initial notification/amendment 3.	James Kew Reason for the notification PDMR - Retail Director Initial Details of the issuer, emission auction monitor	n allowance market part			
Legal person 2. Position/status Initial notification/amendment 3.	James Kew Reason for the notification PDMR - Retail Director Initial Details of the issuer, emission auction monitor B&M European Value Retail S.	n allowance market part			
Legal person 2. Position/status Initial notification/amendment 3. Issuer LEI 4. Description of the financial instrument, type of	James Kew Reason for the notification PDMR - Retail Director Initial Details of the issuer, emission auction monitor B&M European Value Retail S. 213800UK7ZRLY2K1X530 Details of the transaction(s) Ordinary Shares of 10 pence ea	n allowance market part			
Legal person 2. Position/status Initial notification/amendment 3. Issuer LEI 4. Description of the financial instrument, type of Instrument	James Kew Reason for the notification PDMR - Retail Director Initial Details of the issuer, emission auction monitor B&M European Value Retail S. 213800UK7ZRLY2K1X530 Details of the transaction(s) Ordinary Shares of 10 pence ea	n allowance market part			
Legal person 2. Position/status Initial notification/amendment 3. Issuer LEI 4. Description of the financial instrument, type of Instrument Identification Code Nature of the	James Kew Reason for the notification PDMR - Retail Director Initial Details of the issuer, emission auction monitor B&M European Value Retail S. 213800UK7ZRLY2K1X530 Details of the transaction(s) Ordinary Shares of 10 pence ea	n allowance market part A.	icipant, auction platform, auctioneer or		
Legal person 2. Position/status Initial notification/amendment 3. Issuer LEI 4. Description of the financial instrument, type of Instrument Identification Code Nature of the transaction	James Kew Reason for the notification PDMR - Retail Director Initial Details of the issuer, emission auction monitor B&M European Value Retail S. 213800UK7ZRLY2K1X530 Details of the transaction(s) Ordinary Shares of 10 pence each strength of the transaction of the transac	n allowance market part A.	icipant, auction platform, auctioneer or		
Legal person 2. Position/status Initial notification/amendment 3. Issuer LEI 4. Description of the financial instrument, type of Instrument Identification Code	James Kew Reason for the notification PDMR - Retail Director Initial Details of the issuer, emission auction monitor B&M European Value Retail S. 213800UK7ZRLY2K1X530 Details of the transaction(s) Ordinary Shares of 10 pence eau ISIN LU1072616219 Exercise of nil-cost share option	n allowance market part A.	icipant, auction platform, auctioneer or		
Legal person 2. Position/status Initial notification/amendment 3. Issuer LEI 4. Description of the financial instrument, type of Instrument Identification Code Nature of the transaction Currency Price(s) and	James Kew Reason for the notification PDMR - Retail Director Initial Details of the issuer, emission auction monitor B&M European Value Retail S. 213800UK7ZRLY2K1X530 Details of the transaction(s) Ordinary Shares of 10 pence earlies of 10	A. A. ach	ed Share Award 2022		
Legal person 2. Position/status Initial notification/amendment 3. Issuer LEI 4. Description of the financial instrument, type of Instrument Identification Code Nature of the transaction Currency Price(s) and	James Kew Reason for the notification PDMR - Retail Director Initial Details of the issuer, emission auction monitor B&M European Value Retail S. 213800UK7ZRLY2K1X530 Details of the transaction(s) Ordinary Shares of 10 pence easily successed in the second secon	A. As in relation to Restrict Volume	ed Share Award 2022		

	Nil	4,455	Nil		
Date of Transaction	12 August 2025				
Place of transaction	Outside a trading venue				
Persons Dischargi	ing Managerial Respons	sibilities 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	PDMR - 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	Disposal of sufficient shares to discharge tax liability upon exercise of share options.				
Currency	GBP				
Price(s) and volume(s)	Price	Volume	Total		
	£2.241	2,103	£4,712.82		
Aggregated Information	Price	Volume	Total		
	£2.241	2,103	£4,712.82		
Date of Transaction	12 August 2025				
Place of transaction	London Stock Exchange, Main Market (XLON)				

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