

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	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 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	PDMR - Supply Chain Director		
Initial notification/ amendment	Initial		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		

	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	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 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	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	Exercise of nil-cost share options in relation to Restricted Share Award 2022		
Currency	GBP		
Price(s) and volume(s)	Price	Volume	Total
	Nil	4,455	Nil
Aggregated Information	Price	Volume	Total

	Nil	4,455	Nil
Date of Transaction	12 August 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	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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