RNS Number : 2981Z
DFI Retail Group Holdings Ltd
02 April 2026

DFI RETAIL GROUP HOLDINGS LIMITED

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (1)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Scott Anthony Price

2 Reason for the notification

a) Position/Status: Executive Director and Group Chief Executive

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction:
(i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in June 2023
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in June 2024
(iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in June 2025
(iv) Grant of share awards

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US 0.00	9,645
(ii)	US 0.00	21,366
(iii)	US 0.00	29,966
(iv)	US 0.00	551,360

d) Aggregated price: US 0.00
Aggregated volume: 612,337

e) Date of the transaction: 1 April 2026

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (2)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Tom Cornelis Gerardus van der Lee

2 Reason for the notification

a) Position/Status: Executive Director and Group Chief Financial Officer

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction:
(i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2023
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024
(iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
(iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2023
(v) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
(vi) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
(vii) Ordinary shares received upon vesting of share awards granted in April 2023
(viii) Ordinary shares received upon vesting of share awards granted in April 2024
(ix) Ordinary shares received upon vesting of share awards granted in April 2025
(x) Grant of share awards

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US 0.00	884
(ii)	US 0.00	3,137
(iii)	US 0.00	8,402
(iv)	US 0.00	5,932
(v)	US 0.00	5,941
(vi)	US 0.00	9,310
(vii)	US 0.00	32,635
(viii)	US 0.00	32,694
(ix)	US 0.00	51,227
(x)	US 0.00	171,875

d) Aggregated price: US 0.00
Aggregated volume: 322,037

e) Date of the transaction: 1 April 2026

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (3)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Yue Pang Man

2 Reason for the notification

a) Position/Status: Chief Executive Officer, 7-Eleven

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction:
(i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2023
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024
(iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
(iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2023
(v) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
(vi) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025

(vii) Ordinary shares received upon vesting of share awards granted in April 2023
(viii) Ordinary shares received upon vesting of share awards granted in April 2024
(ix) Ordinary shares received upon vesting of share awards granted in April 2025
(x) Grant of share awards

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US 0.00	1,503
(ii)	US 0.00	3,488
(iii)	US 0.00	5,619
(iv)	US 0.00	10,086
(v)	US 0.00	6,606
(vi)	US 0.00	6,356
(vii)	US 0.00	55,490
(viii)	US 0.00	36,351
(ix)	US 0.00	34,973
(x)	US 0.00	155,196

d) Aggregated price: US 0.00
Aggregated volume: 315,668

e) Date of the transaction: 1 April 2026

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (4)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Hei Lam Wong

2 Reason for the notification

a) Position/Status: Chief Executive Officer, Health & Beauty

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction:
(i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2023
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024
(iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
(iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2023
(v) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
(vi) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
(vii) Ordinary shares received upon vesting of share awards granted in April 2023
(viii) Ordinary shares received upon vesting of share awards granted in April 2024
(ix) Ordinary shares received upon vesting of share awards granted in April 2025
(x) Grant of share awards

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US 0.00	911
(ii)	US 0.00	5,526
(iii)	US 0.00	6,842
(iv)	US 0.00	6,111
(v)	US 0.00	7,332
(vi)	US 0.00	7,581
(vii)	US 0.00	33,614
(viii)	US 0.00	40,351
(ix)	US 0.00	41,718
(x)	US 0.00	144,676

d) Aggregated price: US 0.00

d) Aggregated price: [illegible]
Aggregated volume: 294,662

e) Date of the transaction: 1 April 2026

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (5)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Jan Martin Onni Lindström

2 Reason for the notification

a) Position/Status: Chief Executive Officer, DFI IKEA

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction:
(i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2023
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024
(iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
(iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2023
(v) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
(vi) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
(vii) Ordinary shares received upon vesting of share awards granted in April 2023
(viii) Ordinary shares received upon vesting of share awards granted in April 2024
(ix) Ordinary shares received upon vesting of share awards granted in April 2025

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US 0.00	1,534
(ii)	US 0.00	5,304
(iii)	US 0.00	5,930
(iv)	US 0.00	10,285
(v)	US 0.00	7,039
(vi)	US 0.00	6,571
(vii)	US 0.00	56,583
(viii)	US 0.00	38,732
(ix)	US 0.00	36,159

d) Aggregated price: US 0.00
Aggregated volume: 168,137

e) Date of the transaction: 1 April 2026

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (6)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Wai Man Chan

2 Reason for the notification

a) Position/Status: Group Chief Legal, Sustainability and Corporate Affairs Officer; Company Secretary

a) Position/Status: Group Chief Legal, Sustainability and Corporate Affairs Officer, Company Secretary

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction:
(i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
(iii) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
(iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
(v) Ordinary shares received upon vesting of share awards granted in April 2024
(vi) Ordinary shares received upon vesting of share awards granted in April 2025
(vii) Grant of share awards

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US 0.00	6,424
(ii)	US 0.00	6,842
(iii)	US 0.00	8,524
(iv)	US 0.00	7,581
(v)	US 0.00	46,904
(vi)	US 0.00	41,718
(vii)	US 0.00	144,676

d) Aggregated price: US 0.00
Aggregated volume: 262,669

e) Date of the transaction: 1 April 2026

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (7)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Jinghui Xu

2 Reason for the notification

a) Position/Status: Group Chief People & Culture Officer

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction:
(i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
(iii) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
(iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
(v) Ordinary shares received upon vesting of share awards granted in April 2024

(vi) Ordinary shares received upon vesting of share awards granted in April 2025
(vii) Grant of share awards

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US 0.00	6,775
(ii)	US 0.00	6,676
(iii)	US 0.00	8,991
(iv)	US 0.00	7,396
(v)	US 0.00	49,472
(vi)	US 0.00	40,697
(vii)	US 0.00	141,711

d) Aggregated price: US 0.00
Aggregated volume: 261,718

e) Date of the transaction: 1 April 2026

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (8)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Wee Lee Loh

2 Reason for the notification

a) Position/Status: Group Chief Digital and yuu Rewards Officer

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction:
(i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
(iii) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
(iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
(v) Ordinary shares received upon vesting of share awards granted in April 2024
(vi) Ordinary shares received upon vesting of share awards granted in April 2025
(vii) Grant of share awards

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US 0.00	3,028
(ii)	US 0.00	4,192
(iii)	US 0.00	4,018
(iv)	US 0.00	4,645
(v)	US 0.00	22,109
(vi)	US 0.00	25,561
(vii)	US 0.00	121,576

d) Aggregated price: US 0.00
Aggregated volume: 185,129

e) Date of the transaction: 1 April 2026

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (9)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Ella Yig-Sharn Chan

2 Reason for the notification

a) Position/Status: Group Chief Strategy Officer

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction:
(i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
(ii) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
(iii) Ordinary shares received upon vesting of share awards granted in April 2025
(iv) Grant of share awards

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US 0.00	3,078
(ii)	US 0.00	3,409
(iii)	US 0.00	27,248
(iv)	US 0.00	103,196

d) Aggregated price: US 0.00
Aggregated volume: 136,931

e) Date of the transaction: 1 April 2026

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (10)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: Hsiao En Liu

2 Reason for the notification

a) Position/Status: Chief Executive Officer, Food

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction:
(i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in October 2024
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
(iii) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
(iv) Ordinary shares received upon vesting of share awards granted in April 2025
(v) Grant of share awards

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US 0.00	3,700
(ii)	US 0.00	10,264
(iii)	US 0.00	11,373
(iv)	US 0.00	62,578

		(v) US 0.00	217,014

d) Aggregated price: US 0.00
Aggregated volume: 304,929

e) Date of the transaction: 1 April 2026

f) Place of the transaction: Outside a trading venue

NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (11)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name: King Yan Crystal Chan

2 Reason for the notification

a) Position/Status: Group Chief Technology and Information Officer

b) Initial notification/Amendment: Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name: DFI Retail Group Holdings Limited

b) LEI: 213800NOTG41PZVNNX48

4 Details of the transaction(s): *section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted*

a) Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535

b) Nature of the transaction:
(i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in October 2024
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
(iii) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
(iv) Ordinary shares received upon vesting of share awards granted in April 2025
(v) Grant of share awards

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US 0.00	1,662
(ii)	US 0.00	4,462
(iii)	US 0.00	4,943
(iv)	US 0.00	27,200
(v)	US 0.00	126,439

d) Aggregated price: US 0.00
Aggregated volume: 164,706

e) Date of the transaction: 1 April 2026

f) Place of the transaction: Outside a trading venue

Erica Chan
Company Secretary
DFI Retail Group Holdings Limited

2 April 2026

www.DFIretailgroup.com

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our Privacy Policy.

END

DSHAKBBDDBKDOQK