

DFI RETAIL GROUP HOLDINGS LIMITED (the 'Company')

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:

(i)	Initial Notification
(ii)	Initial Notification
(iii)	Initial Notification
(iv)	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)	Acquisition of shares in respect of dividend reinvestment
(ii)	Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in June 2024 ^(A)
(iii)	Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in June 2025 ^(A)
(iv)	Grant of share awards ^(A)

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

	Price(s)	Volume(s)
(i)	US 0.00	5,029
(ii)	US 0.00	10,683
(iii)	US 0.00	22,364
(iv)	US 0.00	275,679

d) Aggregated price: US 0.00
Aggregated volume: 313,755

e) Date of the transaction:

(i)	13 May 2026
(ii)	1 April 2026
(iii)	1 April 2026
(iv)	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:

(i)	Initial Notification
(ii)	Initial Notification
(iii)	Initial Notification

- (iii) Initial Notification
- (iv) Initial Notification
- (v) 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: 213800NOTG41PZV/NNX48

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) Acquisition of shares in respect of dividend reinvestment
 - (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2023^(A)
 - (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024^(A)
 - (iv) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
 - (v) Grant of share awards^(A)
- c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US 0.00	5,647
(ii)	US 0.00	295
(iii)	US 0.00	1,341
(iv)	US 0.00	4,201
(v)	US 0.00	85,937
- d) Aggregated price: US 0.00
Aggregated volume: 97,421
- e) Date of the transaction:
 - (i) 13 May 2026
 - (ii) 1 April 2026
 - (iii) 1 April 2026
 - (iv) 1 April 2026
 - (v) 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:
 - (i) Initial Notification
 - (ii) Initial Notification
 - (iii) Initial Notification
 - (iv) Initial Notification
 - (v) 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: 213800NOTG41PZV/NNX48

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) Acquisition of shares in respect of dividend reinvestment
 - (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2023^(A)
 - (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024^(A)
 - (iv) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
 - (v) Grant of share awards^(A)

- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US 0.00 | 2,581 |
| (ii) | US 0.00 | 501 |
| (iii) | US 0.00 | 1,491 |
| (iv) | US 0.00 | 2,751 |
| (v) | US 0.00 | 77,597 |
- d) Aggregated price: US 0.00
Aggregated volume: 84,921
- e) Date of the transaction:
- | | |
|-------|--------------|
| (i) | 13 May 2026 |
| (ii) | 1 April 2026 |
| (iii) | 1 April 2026 |
| (iv) | 1 April 2026 |
| (v) | 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:
- | | |
|-------|----------------------|
| (i) | Initial Notification |
| (ii) | Initial Notification |
| (iii) | Initial Notification |
| (iv) | Initial Notification |
| (v) | 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: 213800NOTG41PZV/NNX48

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) | Acquisition of shares in respect of dividend reinvestment |
| (ii) | Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2023 ^(A) |
| (iii) | Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024 ^(A) |
| (iv) | Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025 ^(A) |
| (v) | Grant of share awards ^(A) |
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US 0.00 | 4,262 |
| (ii) | US 0.00 | 304 |
| (iii) | US 0.00 | 3,309 |
| (iv) | US 0.00 | 3,421 |
| (v) | US 0.00 | 72,337 |
- d) Aggregated price: US 0.00
Aggregated volume: 83,633
- e) Date of the transaction:
- | | |
|-------|--------------|
| (i) | 13 May 2026 |
| (ii) | 1 April 2026 |
| (iii) | 1 April 2026 |
| (iv) | 1 April 2026 |
| (v) | 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: Wai Man Chan

2 Reason for the notification

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

b) Initial notification/Amendment: (i) Initial Notification
(ii) Initial Notification
(iii) Initial Notification
(iv) 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) Acquisition of shares in respect of dividend reinvestment
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024^(A)
(iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
(iv) Grant of share awards^(A)

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	(i) US 0.00	9,195
	(ii) US 0.00	3,847
	(iii) US 0.00	3,421
	(iv) US 0.00	72,337

d) Aggregated price: US 0.00
Aggregated volume: 88,800

e) Date of the transaction: (i) 13 May 2026
(ii) 1 April 2026
(iii) 1 April 2026
(iv) 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: Jinghui Xu

2 Reason for the notification

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

b) Initial notification/Amendment: (i) Initial Notification
(ii) Initial Notification
(iii) Initial Notification
(iv) 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) Acquisition of shares in respect of dividend reinvestment
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards

- (iii) granted in April 2024^(A)
Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
- (iv) Grant of share awards^(A)
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US 0.00 | 1,417 |
| (ii) | US 0.00 | 4,057 |
| (iii) | US 0.00 | 3,338 |
| (iv) | US 0.00 | 70,854 |
- d) Aggregated price: US 0.00
Aggregated volume: 79,666
- e) Date of the transaction:
- | | |
|-------|--------------|
| (i) | 13 May 2026 |
| (ii) | 1 April 2026 |
| (iii) | 1 April 2026 |
| (iv) | 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: Wee Lee Loh

2 Reason for the notification

- a) Position/Status: Group Chief Digital and yuu Rewards Officer
- b) Initial notification/Amendment:
- | | |
|-------|----------------------|
| (i) | Initial Notification |
| (ii) | Initial Notification |
| (iii) | 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 ^(A) |
| (ii) | Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025 ^(A) |
| (iii) | Grant of share awards ^(A) |
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US 0.00 | 1,813 |
| (ii) | US 0.00 | 2,096 |
| (iii) | US 0.00 | 60,787 |
- d) Aggregated price: US 0.00
Aggregated volume: 64,696
- e) Date of the transaction:
- | | |
|-------|--------------|
| (i) | 1 April 2026 |
| (ii) | 1 April 2026 |
| (iii) | 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: Ella Yig-Sham Chan

2 Reason for the notification

-
- a) Position/Status: Group Chief Strategy Officer
- b) Initial notification/Amendment: (i) Initial Notification
(ii) 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^(A)
(ii) Grant of share awards^(A)
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|------|----------|-----------|
| (i) | US 0.00 | 1,539 |
| (ii) | US 0.00 | 51,597 |
- d) Aggregated price: US 0.00
Aggregated volume: 53,136
- e) Date of the transaction: (i) 1 April 2026
(ii) 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: Hsiao En Liu

2 Reason for the notification

- a) Position/Status: Chief Executive Officer, Food
- b) Initial notification/Amendment: (i) Initial Notification
(ii) Initial Notification
(iii) Initial Notification
(iv) 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) Acquisition of shares in respect of dividend reinvestment
(ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in October 2024^(A)
(iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
(iv) Grant of share awards^(A)
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US 0.00 | 6,337 |
| (ii) | US 0.00 | 2,216 |
| (iii) | US 0.00 | 5,132 |
| (iv) | US 0.00 | 108,506 |
- d) Aggregated price: US 0.00
Aggregated volume: 122,191
- e) Date of the transaction: (i) 13 May 2026

- (ii) 1 April 2026
- (iii) 1 April 2026
- (iv) 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: King Yan Crystal Chan

2 Reason for the notification

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

b) Initial notification/Amendment:

- (i) Initial Notification
- (ii) Initial Notification
- (iii) Initial Notification
- (iv) 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) Acquisition of shares in respect of dividend reinvestment
- (ii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in October 2024^(A)
- (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025^(A)
- (iv) Grant of share awards^(A)

c) Price(s) and Volume(s):	Price(s)	Volume(s)
(i)	US 0.00	351
(ii)	US 0.00	995
(iii)	US 0.00	2,231
(iv)	US 0.00	63,218

d) Aggregated price: US 0.00
Aggregated volume: 66,795

e) Date of the transaction:

- (i) 13 May 2026
- (ii) 1 April 2026
- (iii) 1 April 2026
- (iv) 1 April 2026

f) Place of the transaction: Outside a trading venue

(A) This figure should be read in conjunction with the transaction disclosed in the Company's announcement dated 2 April 2026 with respect to the director/PDMR and together, they represent the maximum potential entitlement (assuming satisfaction of all performance-related conditions) of such director/PDMR with respect to such transaction.

Erica Chan
Company Secretary
DFI Retail Group Holdings Limited

15 May 2026

www.DFIretailgroup.com

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