

DFI RETAIL GROUP HOLDINGS LIMITED

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

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, 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: Ordinary shares received upon vesting of share awards granted in August 2024

c) Price(s) and Volume(s):	Price(s)	Volume(s)
	US 0.00	193,820

d) Aggregated price:	N/A - Single transaction
Aggregated volume:	

e) Date of the transaction: 3 August 2026

f) Place of the transaction: Outside a trading venue

Erica Chan
Company Secretary
DFI Retail Group Holdings Limited

3 August 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 ms@seg.com or visit www.ms.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

DSHAKNBDKKBKDCFK