

Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Legal person	Alexander Simpson		
2.	Reason for the notification		
Position/status	Alexander Simpson is a person discharging managerial responsibilities in relation to the Issuer's Group, being the Group General Counsel		
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 plc.		
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 JE00BVSJW51		
Nature of the transaction	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s)	Price	Volume	Total
	Nil	68,696	nil
Aggregated Information	Price	Volume	Total
	Nil	68,696	nil
Date of Transaction	29 July 2026		
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

Legal person	Jonathan Parry		
2.	Reason for the notification		
Position/status	Jonathan Parry is a person discharging managerial responsibilities in relation to the Issuer's Group, being the Retail and Supply 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 plc		
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 JE00BVSJW51		
Nature of the transaction	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s)	Price	Volume	Total
	Nil	87,183	Nil
Aggregated Information	Price	Volume	Total
	Nil	87,183	Nil
Date of Transaction	29 July 2026		
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	Simon Hathway		
2.	Reason for the notification		
Position/status	Simon Hathway is a person discharging managerial responsibilities in relation to the Issuer's Group, being Group Trading 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 plc.		
LEI	213800UK7ZRLY2K1X530		
4.	Details of the transaction(s)		
Description of the financial	Ordinary shares of 10 pence each		

Instrument, type of Instrument			
Identification Code	ISIN JE00BVSYJW51		
Nature of the transaction	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s)	Price	Volume	Total
	Nil	87,183	nil
Aggregated Information	Price	Volume	Total
	Nil	87,183	nil
Date of Transaction	29 July 2026		
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	Anthony Giron		
2.	Reason for the notification		
Position/status	Anthony Giron is a person discharging managerial responsibilities in relation to the Issuer's Group, being Managing Director of B&M France.		
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 plc		
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 JE00BVSYJW51		
Nature of the transaction	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s)	Price	Volume	Total
	Nil	63,033	nil
Aggregated Information	Price	Volume	Total
		63,033	

	Nil		nil
Date of Transaction	29 July 2026		
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	Jen Lawrence		
2.	Reason for the notification		
Position/status	Jen Lawrence is a person discharging managerial responsibilities in relation to the Issuer's Group, being the Group People 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 plc		
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 JE00BVSJW51		
Nature of the transaction	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s)	Price	Volume	Total
	Nil	65,387	Nil
Aggregated Information	Price	Volume	Total
	Nil	65,387	Nil
Date of Transaction	29 July 2026		
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	Suzie Williams		

2.	Reason for the notification		
Position/status	Suzie Williams is a person discharging managerial responsibilities in relation to the Issuer's Group, being Group I.T 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 plc.		
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 JE00BVSJW51		
Nature of the transaction	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s)	Price	Volume	Total
	Nil	40,473	nil
Aggregated Information	Price	Volume	Total
	Nil	40,473	nil
Date of Transaction	29 July 2026		
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	Tony Dobbs		
2.	Reason for the notification		
Position/status	Tony Dobbs is a person discharging managerial responsibilities in relation to the Issuer's Group, being Managing Director of Heron Foods.		
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 plc		
LEI	213800UK7ZRLY2K1X530		
4.	Details of the transaction(s)		
Description of the financial instrument, type	Ordinary shares of 10 pence each		

of Instrument			
Identification Code	ISIN JE00BVSJW51		
Nature of the transaction	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s)	Price	Volume	Total
	Nil	54,774	nil
Aggregated Information	Price	Volume	Total
	Nil	54,774	nil
Date of Transaction	29 July 2026		
Place of transaction	Outside a trading venue		

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