



**LONDON
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RNS

Director/PDMR Shareholding

DIRECTOR/PDMR SHAREHOLDING

DFI RETAIL GROUP HOLDINGS LIMITED

Released 12:21:29 02 April 2026

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*

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Identification code: BMG2624N1535
- b) Nature of the transaction:
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- (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

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- (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
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 - (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
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

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 - (iii) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025
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 - (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
- 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:
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 - (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
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- b) Nature of the transaction:
 - (i) Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2024
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 - (iii)

- (iv) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2024
- (v) Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025
- (vi) Ordinary shares received upon vesting of share awards granted in April 2024
- (vii) Ordinary shares received upon vesting of share awards granted in April 2025
- 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*

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 - (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 |

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- | | | | | | | | | | | | |
|-------|---|-----|---|------|---|-------|---|------|---|-----|-----------------------|
| a) | Description of the financial instrument: Ordinary shares of US cents 5 and 5/9 each
Identification code: BMG2624N1535 | | | | | | | | | | |
| b) | Nature of the transaction: <table border="0"> <tr> <td>(i)</td> <td>Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in October 2024</td> </tr> <tr> <td>(ii)</td> <td>Accrual of dividend equivalent shares in respect of 2025 final dividend on share awards granted in April 2025</td> </tr> <tr> <td>(iii)</td> <td>Release of dividend equivalent shares in respect of certain past dividends paid on share awards granted in April 2025</td> </tr> <tr> <td>(iv)</td> <td>Ordinary shares received upon vesting of share awards granted in April 2025</td> </tr> <tr> <td>(v)</td> <td>Grant of share awards</td> </tr> </table> | (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 |
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| (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

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