

DFI RETAIL GROUP TO ACQUIRE CODY HONG KONG TO STRENGTHEN RETAIL MEDIA CAPABILITIES

HONG KONG, 30 June 2026 – DFI Retail Group (“DFI” or the “Group”) today announced that it has entered into an agreement to acquire 100% of Cody Outdoor International (Hong Kong) Limited and Buspak Advertising (Hong Kong) Limited (together, “Cody HK”) from ARN Media Limited.

Cody HK is one of Hong Kong's leading out-of-home (OOH) advertising businesses, operating a portfolio of outdoor advertising assets with broad coverage across the city. The acquisition deepens DFI's retail media capabilities and advances its strategy to build high-value growth engines through data, digital, and omnichannel engagement.

Cody HK's outdoor inventory, combined with its seasoned team, will enhance DFI's ability to deliver integrated, full-funnel advertising solutions to brand partners across physical and digital environments. The addition directly accelerates the development of DFIQ Media and reinforces the Group's broader omnichannel strategy.

With one of Asia's most extensive networks of stores and digital platforms, DFI is well-positioned to offer brand partners unrivalled reach and relevance. Cody HK expands this ecosystem, enabling more targeted, data-driven engagement in one of the Group's most important markets.

The transaction is expected to close in the third quarter of 2026, subject to customary closing conditions.

About DFI Retail Group

DFI Retail Group is a leading Asian retailer driven by its purpose to ‘Sustainably Serve Asia for Generations with Everyday Moments’. As at 31 December 2025, the Group and its associates operated 7,580 outlets and employed more than 79,000 people across 12 markets.

The Group is committed to delivering quality, value and service to consumers across the region through trusted brands, strong local market positions, and a broad retail ecosystem supported by extensive store networks, digital capabilities and efficient supply chains.

DFI Retail Group and its associates operate a portfolio of well-known brands across five key divisions: health and beauty, convenience, food, home furnishings and restaurants.

Media Enquiries

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