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Director/PDMR Shareholding

## DIRECTOR/PDMR SHAREHOLDING

### DFI RETAIL GROUP HOLDINGS LIMITED

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RNS Number : 4206M  
DFI Retail Group Holdings Ltd  
11 June 2025

#### DFI RETAIL GROUP HOLDINGS LIMITED

#### NOTIFICATION OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM (1)

Due to an administrative oversight, there was a delay in the notifications of the ordinary shares received by the following persons, who are the persons discharging managerial responsibilities of the Company, upon vesting of the share awards granted in April 2024. Internal procedures have been enhanced and additional controls implemented to ensure there is no recurrence.

##### **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, Governance & Corporate Affairs 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: Ordinary shares received upon vesting of share awards granted in April 2024
- c) Price(s) and Volume(s):      Price(s)                      Volume(s)

US\$0.00 46,903

- d) Aggregated price: N/A - Single transaction  
Aggregated volume:
- e) Date of the transaction: 1 April 2025
- 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: 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*

- 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 April 2024
- c) Price(s) and Volume(s):  

Price(s)	Volume(s)
US\$0.00	38,732
- d) Aggregated price: N/A - Single transaction  
Aggregated volume:
- e) Date of the transaction: 1 April 2025
- 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: 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  
Identification code: BMG2624N1535
- b) Nature of the transaction: Ordinary shares received upon vesting of share awards granted in April 2024
- c) Price(s) and Volume(s):

Price(s)	Volume(s)
US\$0.00	40,350
- d) Aggregated price: N/A - Single transaction  
Aggregated volume:
- e) Date of the transaction: 1 April 2025
- 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: 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: Ordinary shares received upon vesting of share awards granted in April 2024
- c) Price(s) and Volume(s):

Price(s)	Volume(s)
US\$0.00	49,471
- d) Aggregated price: N/A - Single transaction  
Aggregated volume:

- e) Date of the transaction: 1 April 2025
- 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: Wee Lee Loh

**2 Reason for the notification**

- a) Position/Status: Group Chief Digital & 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  
Identification code: BMG2624N1535
- b) Nature of the transaction: Ordinary shares received upon vesting of share awards granted in April 2024
- c) Price(s) and Volume(s):
 

Price(s)	Volume(s)
US\$0.00	22,109
- d) Aggregated price: N/A - Single transaction  
Aggregated volume:
- e) Date of the transaction: 1 April 2025
- f) Place of the transaction: Outside a trading venue

Sean Ward, Jardine Matheson Limited  
For and on behalf of DFI Retail Group Holdings Limited

11 June 2025

[www.DFIretailgroup.com](http://www.DFIretailgroup.com)

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