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Director/PDMR Shareholding

## **DIRECTOR/PDMR SHAREHOLDING**

### **DFI RETAIL GROUP HOLDINGS LIMITED**

Released 11:17:43 14 April 2026

RNS Number : 4234A  
DFI Retail Group Holdings Ltd  
14 April 2026

### **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: 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  
Identification code: BMG2624N1535
- b) Nature of the transaction: Transfer of shares between own accounts for nil consideration
- c) Price(s) and Volume(s):
- | Price(s) | Volume(s) |
|----------|-----------|
| US\$0.00 | 56,333    |
- d) Aggregated price: N/A - Single transaction  
Aggregated volume:
- e) Date of the transaction: 10 April 2026
- f) Place of the transaction: Outside a trading venue

Erica Chan  
Company Secretary  
DFI Retail Group Holdings Limited

14 April 2026

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

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