RNS Director/PDMR Shareholding

DIRECTOR/PDMR SHAREHOLDING

DFI RETAIL GROUP HOLDINGS LIMITED

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RNS Number : 2982T
DFI Retail Group Holdings Ltd
03 September 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 2026 interim dividend on share awards granted in June 2024
(ii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in June 2025
(iii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2026

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US$0.00	23,076
(ii)	US$0.00	37,680
(iii)	US$0.00	13,638

d) Aggregated price: US$0.00
Aggregated volume: 74,394

e) Date of the transaction: 3 September 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: 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*

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 2026 interim dividend on share awards granted in April 2024
(ii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2025
(iii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2026

c) Price(s) and Volume(s): Price(s) Volume(s)

	(i)	US$0.00	2,586
	(ii)	US$0.00	8,077
	(iii)	US$0.00	4,251

d) Aggregated price: US$0.00
Aggregated volume: 14,914

e) Date of the transaction: 3 September 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

b) Nature of the transaction:
(i) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2024
(ii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2025
(iii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2026

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US$0.00	2,876
(ii)	US$0.00	5,346
(iii)	US$0.00	3,840

d) Aggregated price: US$0.00
Aggregated volume: 12,062

e) Date of the transaction: 3 September 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, 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:
(i) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2024
(ii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2025
(iii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2026

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US$0.00	5,576
(ii)	US$0.00	6,577
(iii)	US$0.00	3,579

d) Aggregated price: US$0.00
Aggregated volume: 15,732

e) Date of the transaction: 3 September 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: 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:
(i) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2024
(ii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2025
(iii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2026

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US$0.00	6,482
(ii)	US$0.00	6,577
(iii)	US$0.00	3,579

d) Aggregated price: US$0.00
Aggregated volume: 16,638

e) Date of the transaction: 3 September 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: 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 2026 interim dividend on share awards granted in April 2024
(ii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2025
(iii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2026

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US$0.00	6,835
(ii)	US$0.00	6,416
(iii)	US$0.00	3,504

d) Aggregated price: US$0.00
Aggregated volume: 16,755

e) Date of the transaction: 3 September 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: 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:	(i)	Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2024
		(ii)	Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2025
		(iii)	Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2026

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US$0.00	3,056
(ii)	US$0.00	4,029
(iii)	US$0.00	3,006

d) Aggregated price: US$0.00
Aggregated volume: 10,091

e) Date of the transaction: 3 September 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: 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 2026 interim dividend on share awards granted in April 2025
		(ii)	Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2026

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US$0.00	2,958
(ii)	US$0.00	2,553

d) Aggregated price: US$0.00
Aggregated volume: 5,511

e) Date of the transaction: 3 September 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: Hsiao En Liu

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:
(i) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in October 2024
(ii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2025
(iii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2026

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US$0.00	4,259
(ii)	US$0.00	9,866
(iii)	US$0.00	5,367

d) Aggregated price: US$0.00
Aggregated volume: 19,492

e) Date of the transaction: 3 September 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: 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

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 2026 interim dividend on share awards granted in October 2024
(ii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2025
(iii) Accrual of dividend equivalent shares in respect of 2026 interim dividend on share awards granted in April 2026

c) Price(s) and Volume(s):

	Price(s)	Volume(s)
(i)	US$0.00	1,912
(ii)	US$0.00	4,288
(iii)	US$0.00	3,126

d) Aggregated price: US$0.00
Aggregated volume: 9,326

e) Date of the transaction: 3 September 2026

f) Place of the transaction: Outside a trading venue

The number of dividend equivalent shares disclosed in this announcement represents the maximum potential entitlement under the relevant share awards assuming full satisfaction of performance conditions (if any).

Erica Chan
Company Secretary
DFI Retail Group Holdings Limited

3 September 2026

www.DFIretailgroup.com

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