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DFI RETAIL GROUP HOLDINGS LIMITED

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DFI Retail Group Holdings Ltd
02 October 2025

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: 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

- 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 share awards granted in
 - (ii) October 2024
 - (iii) Accrual of dividend equivalent shares in respect of share awards granted in April
 - (iv) 2025

Ordinary shares received upon vesting of share awards granted in October 2024
Release of dividend equivalent shares in respect of share awards granted in
October 2024

- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US\$0.00 | 25,328 |
| (ii) | US\$0.00 | 58,670 |
| (iii) | US\$0.00 | 27,016 |
| (iv) | US\$0.00 | 4,179 |
- d) Aggregated price: N/A - Single transaction
Aggregated volume:
- e) Date of the transaction: 1 October 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: 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 share awards granted in |
| (ii) | October 2024 |
| (iii) | Accrual of dividend equivalent shares in respect of share awards granted in April |
| (iv) | 2025 |
- Ordinary shares received upon vesting of share awards granted in October 2024
Release of dividend equivalent shares in respect of share awards granted in
October 2024
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US\$0.00 | 11,374 |
| (ii) | US\$0.00 | 25,502 |
| (iii) | US\$0.00 | 12,132 |
| (iv) | US\$0.00 | 1,876 |
- d) Aggregated price: N/A - Single transaction

Aggregated volume:

- e) Date of the transaction: 1 October 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: 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: Ordinary shares received upon vesting of share awards granted in October 2023
- c) Price(s) and Volume(s):

Price(s)	Volume(s)
US\$0.00	24,627
- d) Aggregated price: N/A - Single transaction
Aggregated volume:
- e) Date of the transaction: 1 October 2025
- f) Place of the transaction: Outside a trading venue

Sean Ward
Company Secretary
DFI Retail Group Holdings Limited

2 October 2025

www.DFIretailgroup.com

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