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DFI RETAIL GROUP HOLDINGS LIMITED

Released 11:32:54 02 April 2025

RNS Number : 3598D
DFI Retail Group Holdings Ltd
02 April 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: Tom Cornelis Gerardus van der Lee

2 Reason for the notification

- a) Position/Status: Group Chief Financial 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) Ordinary shares received upon vesting of share awards granted in April 2023
(ii) Grant of share awards

- | | | | |
|----|-------------------------|----------|-----------------------|
| c) | Price(s) and Volume(s): | Price(s) | Volume(s) |
| | | (i) | US\$0.00 10,464 |
| | | (ii) | US\$0.00 310,467 |
- 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: 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: Grant of share awards
- | | | | |
|----|-------------------------|----------|-----------|
| c) | Price(s) and Volume(s): | Price(s) | Volume(s) |
| | | US\$0.00 | 379,263 |
- 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: 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) Ordinary shares received upon vesting of share awards granted in April 2023
(ii) Grant of share awards

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

	Price(s)	Volume(s)
(i)	US\$0.00	17,791
(ii)	US\$0.00	207,643

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: 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: (i) Ordinary shares received upon vesting of share awards granted in April 2022
(ii) Ordinary shares received upon vesting of share awards granted in April 2023
(iii) Grant of share awards
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US\$0.00 | 4,862 |
| (ii) | US\$0.00 | 10,778 |
| (iii) | US\$0.00 | 252,842 |
- 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: 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: (i) Ordinary shares received upon vesting of share awards granted in April 2022
(ii) Ordinary shares received upon vesting of share awards granted in April 2023
(iii) Grant of share awards
- c) Price(s) and Volume(s):
- | | Price(s) | Volume(s) |
|-------|----------|-----------|
| (i) | US\$0.00 | 27,517 |
| (ii) | US\$0.00 | 27,225 |
| (iii) | US\$0.00 | 219,149 |
- 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 (6)

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: Grant of share awards

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

Price(s)	Volume(s)
US\$0.00	252,842

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 (7)

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: Grant of share awards

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

Price(s)	Volume(s)
US\$0.00	246,652

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 (8)

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: Grant of share awards

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

Price(s)	Volume(s)
US\$0.00	164,850

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 (9)

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: Grant of share awards

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

Price(s)	Volume(s)
US\$0.00	154,920

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 (10)

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: Grant of share awards
- c) Price(s) and Volume(s):
- | Price(s) | Volume(s) |
|----------|-----------|
| US\$0.00 | 139,432 |
- 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 (11)

1 Details of the person discharging managerial responsibilities / person closely associated

- a) Name: Shen Wei Li

2 Reason for the notification

- a) Position/Status: Group Corporate Strategy and yuu Rewards Director
- 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 2023
- c) Price(s) and Volume(s):
- | Price(s) | Volume(s) |
|----------|-----------|
| US\$0.00 | 5,106 |
- 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

2 April 2025

www.DFIretailgroup.com

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