

Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Name ¹	Bobby Arora		
2.	Reason for the notification		
Position/status ²	Bobby Arora is a person discharging managerial responsibilities in relation to the Issuer, being the Group Trading Director of the Issuer.		
Initial notification/ amendment ³ initial notification/ amendment	Initial		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
Name ⁴	B&M European Value Retail S.A.		
LEI ⁵	213800UK7ZRLY2K1X530		
4.	Details of the transaction(s)		
Description of the financial instrument, type of Instrument ⁶	Ordinary shares of 10 pence each		
Identification Code ⁷	ISIN LU1072616219		
Nature of the transaction ⁸	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s) ⁹	Price	Volume	Total
	nil	100,065	nil
Aggregated Information	Price ¹¹	Volume ¹⁰	Total
	nil	100,065	nil
Date of Transaction ¹²	12/08/2024		
Place of transaction ¹³	Outside a trading venue		

Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Name ¹	Gareth Bilton		
2.	Reason for the notification		
Position/status ²	Gareth Bilton is a person discharging managerial responsibilities in relation to the Issuer, being the Stores Director of the Issuer.		
Initial notification/ amendment ³	Initial		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
Name ⁴	B&M European Value Retail S.A.		
LEI ⁵	213800UK7ZRLY2K1X530		
4.	Details of the transaction(s)		
Description of the financial instrument, type of Instrument ⁶	Ordinary shares of 10 pence each		
Identification Code ⁷	ISIN LU1072616219		
Nature of the transaction ⁸	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s) ⁹	Price	Volume	Total
	Nil	32,988	nil
Aggregated Information	Price ¹¹	Volume ¹⁰	Total
	Nil	32,988	nil
Date of Transaction ¹²	12/08/2024		
Place of transaction ¹³	Outside a trading venue		

Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Name ¹	Alexander Simpson		
2.	Reason for the notification		
Position/status ²	Alexander Simpson is a person discharging managerial responsibilities in relation to the Issuer's Group, being the Group General Counsel		
Initial notification/ amendment ³	Initial		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
Name ⁴	B&M European Value Retail S.A.		
LEI ⁵	213800UK7ZRLY2K1X530		
4.	Details of the transaction(s)		
Description of the financial instrument, type of Instrument ⁶	Ordinary shares of 10 pence each		
Identification Code ⁷	ISIN LU1072616219		
Nature of the transaction ⁸	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s) ⁹	Price	Volume	Total
	Nil	29,447	nil
Aggregated Information	Price ¹¹	Volume ¹⁰	Total
	Nil	29,447	nil
Date of Transaction ¹²	12/08/2024		
Place of transaction ¹³	Outside a trading venue		

Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Name ¹	Jonathan Parry		
2.	Reason for the notification		
Position/status ²	Jonathan Parry is a person discharging managerial responsibilities in relation to the Issuer's Group, being the Supply Chain Director.		
Initial notification/ amendment ³	Initial		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
Name ⁴	B&M European Value Retail S.A.		
LEI ⁵	213800UK7ZRLY2K1X530		
4.	Details of the transaction(s)		
Description of the financial instrument, type of Instrument ⁶	Ordinary shares of 10 pence each		
Identification Code ⁷	ISIN LU1072616219		
Nature of the transaction ⁸	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s) ⁹	Price	Volume	Total
	Nil	34,301	Nil
Aggregated Information	Price ¹¹	Volume ¹⁰	Total
	Nil	34,301	Nil
Date of Transaction ¹²	12/08/2024		
Place of transaction ¹³	Outside a trading venue		

Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Name ¹	Anthony Dobbs		
2.	Reason for the notification		
Position/status ²	Anthony Dobbs is a person discharging managerial responsibilities in relation to the Issuer's Group, being the Managing Director of Heron Foods Limited.		
Initial notification/ amendment ³	Initial		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
Name ⁴	B&M European Value Retail S.A.		
LEI ⁵	213800UK7ZRLY2K1X530		
4.	Details of the transaction(s)		
Description of the financial instrument, type of Instrument ⁶	Ordinary shares of 10 pence each		
Identification Code ⁷	ISIN LU1072616219		
Nature of the transaction ⁸	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s) ⁹	Price	Volume	Total
	Nil	27,092	nil
Aggregated Information	Price ¹¹	Volume ¹⁰	Total
	Nil	27,092	nil
Date of Transaction ¹²	12/08/2024		
Place of transaction ¹³	Outside a trading venue		

Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Name ¹	James Kew		
2.	Reason for the notification		
Position/status ²	James Kew is a person discharging managerial responsibilities in relation to the Issuer's Group, being Director of Retail Operations of the Issuer.		
Initial notification/ amendment ³	Initial		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
Name ⁴	B&M European Value Retail S.A.		
LEI ⁵	213800UK7ZRLY2K1X530		
4.	Details of the transaction(s)		
Description of the financial instrument, type of Instrument ⁶	Ordinary shares of 10 pence each		
Identification Code ⁷	ISIN LU1072616219		
Nature of the transaction ⁸	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s) ⁹	Price	Volume	Total
	Nil	26,391	nil
Aggregated Information	Price ¹¹	Volume ¹⁰	Total
	Nil	26,391	nil
Date of Transaction ¹²	12/08/2024		
Place of transaction ¹³	Outside a trading venue		

Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Name ¹	Peter Waterhouse		
2.	Reason for the notification		
Position/status ²	Peter Waterhouse is a person discharging managerial responsibilities in relation to the Issuer's Group, being Group Financial Controller of the Issuer.		
Initial notification/ amendment ³	Initial		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
Name ⁴	B&M European Value Retail S.A.		
LEI ⁵	213800UK7ZRLY2K1X530		
4.	Details of the transaction(s)		
Description of the financial instrument, type of Instrument ⁶	Ordinary shares of 10 pence each		
Identification Code ⁷	ISIN LU1072616219		
Nature of the transaction ⁸	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s) ⁹	Price	Volume	Total
	Nil	16,989	nil
Aggregated Information	Price ¹¹	Volume ¹⁰	Total
	Nil	16,989	nil
Date of Transaction ¹²	12/08/2024		
Place of transaction ¹³	Outside a trading venue		

Persons Discharging Managerial Responsibilities and persons closely associated with them notification			
1	Details of the person discharging managerial responsibilities/person closely associated		
Name ¹	Suzie Williams		
2.	Reason for the notification		
Position/status ²	Suzie Williams is a person discharging managerial responsibilities in relation to the Issuer's Group, being Group IT Director of the Issuer.		
Initial notification/ amendment ³	Initial		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
Name ⁴	B&M European Value Retail S.A.		
LEI ⁵	213800UK7ZRLY2K1X530		
4.	Details of the transaction(s)		
Description of the financial instrument, type of Instrument ⁶	Ordinary shares of 10 pence each		
Identification Code ⁷	ISIN LU1072616219		
Nature of the transaction ⁸	Grant of nil-cost share options		
Currency	GBP		
Price(s) and volume(s) ⁹	Price	Volume	Total
	Nil	19,435	nil
Aggregated Information	Price ¹¹	Volume ¹⁰	Total
	Nil	19,435	nil
Date of Transaction ¹²	12/08/2024		
Place of transaction ¹³	Outside a trading venue		

¹ For natural persons: the first name and the last name(s). For legal persons: full name including legal form as provided for in the register where it is incorporated, if applicable.

² For persons discharging managerial responsibilities: the position occupied within the issuer, emission allowances market participant/auction platform/auctioneer/auction monitor should be indicated, e.g. CEO, CFO.

For persons closely associated:

- An indication that the notification concerns a person closely associated with a person discharging managerial responsibilities;
- Name and position of the relevant person discharging managerial responsibilities.

³ Indication that this is an initial notification or an amendment to prior notifications. In case of amendment, explain the error that this notification is amending.

⁴ Full name of the entity.

⁵ Legal Entity Identifier code in accordance with ISO 17442 LEI code.

⁶ Indication as to the nature of the instrument:

- a share, a debt instrument, a derivative or a financial instrument linked to a share or a debt instrument;
- an emission allowance, an auction product based on an emission allowance or a derivative relating to an emission allowance.

⁷ Instrument identification code as defined under Commission Delegated Regulation supplementing Regulation (EU) No 600/2014 of the European Parliament and of the Council with regard to regulatory technical standards for the reporting of transactions to competent authorities adopted under Article 26 of Regulation (EU) No 600/2014.

⁸ Description of the transaction type using, where applicable, the type of transaction identified in Article 10 of the Commission Delegated Regulation (EU) 2016/522 adopted under Article 19(14) of Regulation (EU) No 596/2014 or a specific example set out in Article 19(7) of Regulation (EU) No 596/2014. Pursuant to Article 19(6)(e) of Regulation (EU) No 596/2014, it shall be indicated whether the transaction is linked to the exercise of a share option programme.

⁹ Where more than one transaction of the same nature (purchases, sales, lendings, borrows, ...) on the same financial instrument or emission allowance are executed on the same day and on the same place of transaction, prices and volumes of these transactions shall be reported in this field, in a two columns form as presented above, inserting as many lines as needed.

Using the data standards for price and quantity, including where applicable the price currency and the quantity currency, as defined under Commission Delegated Regulation supplementing Regulation (EU) No 600/2014 of the European Parliament and of the Council with regard to regulatory technical standards for the reporting of transactions to competent authorities adopted under Article 26 of Regulation (EU) No 600/2014.

¹⁰ The volumes of multiple transactions are aggregated when these transactions:

- relate to the same financial instrument or emission allowance;
- are of the same nature;
- are executed on the same day; and
- are executed on the same place of transaction.

Using the data standard for quantity, including where applicable the quantity currency, as defined under Commission Delegated Regulation supplementing Regulation (EU) No 600/2014 of the European Parliament and of the Council with regard to regulatory technical standards for the reporting of transactions to competent authorities adopted under Article 26 of Regulation (EU) No 600/2014.

¹¹ Price information:

- In case of a single transaction, the price of the single transaction;
- In case the volumes of multiple transactions are aggregated: the weighted average price of the aggregated transactions.

Using the data standard for price, including where applicable the price currency, as defined under Commission Delegated Regulation supplementing Regulation (EU) No 600/2014 of the European Parliament and of the Council with regard to regulatory technical standards for the reporting of transactions to competent authorities adopted under Article 26 of Regulation (EU) No 600/2014.

¹² Date of the particular day of execution of the notified transaction. Using the ISO 8601 date format: YYYY-MM-DD; UTC time.

¹³ Name and code to identify the MiFID trading venue, the systematic internaliser or the organised trading platform outside of the Union where the transaction was executed as defined under Commission Delegated Regulation supplementing Regulation (EU) No 600/2014 of the European Parliament and of the Council with regard to regulatory technical standards for the reporting of transactions to competent authorities adopted under Article 26 of Regulation (EU) No 600/2014, or if the transaction was not executed on any of the above mentioned venues, please mention 'outside a trading venue'.