

+ **FORM OF PROXY** B&M European Value Retail S.A. +

Registered Office: 3, rue Gabriel Lippmann, L-5365 Munsbach
RCS Luxembourg B 187275
(the "Company")

THIS FORM IS **ONLY** FOR USE BY HOLDERS OF DEMATERIALISED SHARES IN AN ACCOUNT WITH LUXCSD. IT IS NOT FOR USE BY HOLDERS OF CREST DEPOSITORY INTERESTS OR OTHER INDIRECT HOLDERS OF INTERESTS (SEE NOTE 8.1 OF THE NOTICE).

Investor Code:

**ANNUAL GENERAL MEETING of B&M European Value Retail S.A.
to be held on Tuesday 23 July 2024 commencing at 12:00 noon (CET)
at the SOFITEL EUROPE, 6, rue du Fort Niedergrünewald, L-2226 Luxembourg.**

This form of Proxy is to be used in relation to the Annual General Meeting (the "Meeting") of the Company to be held at the SOFITEL Europe, 6, rue du Fort Niedergrünewald, L-2226 Luxembourg on Tuesday 23 July 2024, commencing at 12:00 noon (CET).

Please complete, sign and return this form to Banque Internationale à Luxembourg S.A., Agency Services Team, 69, Route d'Esch, L-2953 Luxembourg **so as to be received by no later than 12:00 noon (CET) on Friday 19 July 2024.**

+ **FORM OF PROXY** B&M European Value Retail S.A. +

ANNUAL GENERAL MEETING

Investor Code:

I/We being a holder of ordinary shares of the Company hereby appoint the Chairman of the Meeting OR the person indicated in the box below (see Note 1)

Name of proxy

Number of shares proxy appointed over

as my/our proxy to vote on my/our behalf at the Annual General Meeting of the Company to be held at 12:00 noon (CET) on Tuesday 23 July 2024 (and, unless otherwise provided, at any adjournment thereof) in respect of the resolutions proposed for adoption at the Annual General Meeting. I/We have indicated with an "X" below how I/we wish my/our votes to be cast on each resolution.

If you wish to appoint multiple proxies see Note 2. Please tick this box if this proxy appointment is one of multiple appointments being made:

For the full text of the resolutions to be put to the Annual General Meeting, please refer to the agenda as set out in the notice of the Annual General Meeting.

RESOLUTIONS

- | | For | Against | Vote withheld |
|---|--------------------------|--------------------------|--------------------------|
| 1. To receive the Directors' report for the year ended March 2024. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. To receive the standalone and the consolidated annual accounts and financial statements and the Auditor's reports thereon. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. To approve the annual accounts and financial statements of the Company as at 31 March 2024. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. To approve the consolidated annual accounts and financial statements of the Group as at 30 March 2024. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. To approve the result of the Company as at 31 March 2024 and its proposed allocation. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. To approve the total dividend for the financial year ended 31 March 2024. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. To approve the Directors' remuneration report for the financial year ended 31 March 2024. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. To approve the Directors' remuneration policy. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. To approve the terms of the new LTIP. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. To discharge each of the Directors. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. To re-elect Alejandro Russo as a Director. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

RESOLUTIONS

- | | For | Against | Vote withheld |
|---|--------------------------|--------------------------|--------------------------|
| 12. To re-elect Michael Schmidt as a Director. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. To re-elect Tiffany Hall as a Director. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. To re-elect Paula MacKenzie as a Director. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. To re-elect Oliver Tant as a Director. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. To re-elect Hounaida Lasry as a Director. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. To re-elect Nadia Shouraboura as a Director. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. To discharge the Auditor for the year ended 31 March 2024. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. To re-appoint KPMG Audit S.à r.l. as the Auditor. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. To authorise the Directors to set the remuneration of the Auditor. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21. To authorise the Company to make market purchases of its own ordinary shares. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

I/We instruct my/our proxy as indicated on this form. Unless otherwise instructed, the proxy may vote as he or she sees fit or abstain in relation to any business of the Meeting.

Signature

Date

In the case of a corporation this proxy must be given under its common seal or be signed on its behalf by an attorney or officer duly authorised stating their capacity (e.g. director, secretary).

Notes

1. Every shareholder has the right to appoint some other person(s) of their choice, who need not be a shareholder as his proxy to exercise all or any of his rights, to attend, speak and vote on their behalf at the Meeting. If you wish to appoint a person other than the Chairman of the Meeting, please insert the name of your chosen proxy holder in the space provided (see over). If the proxy is being appointed in relation to less than your full voting entitlement, please enter the number of shares in relation to which they are authorised to act as your proxy. If left blank your proxy will be deemed to be authorised in respect of your full voting entitlement (or if this proxy form has been issued in respect of a designated account for a shareholder, the full voting entitlement for that designated account). If returned without an indication as to how the proxy shall vote on any particular matter, the proxy will exercise his discretion as to whether, and if so how, he votes (or if this proxy form has been issued in respect of a designated account for a shareholder, the proxy will exercise his discretion as to whether, and if so how, he votes).
 2. Under Luxembourg law, you may only appoint more than one proxy if (i) you hold shares in more than one securities account or (ii) if you act professionally on behalf of natural or legal persons. To appoint more than one proxy you may photocopy this form. Please indicate in the box next to the proxy holder's name (see over) the number of shares in relation to which they are authorised to act as your proxy. Please also indicate by marking the box (see over) if the proxy instruction is one of multiple instructions being given. All forms must be signed and should be returned together in the same envelope.
 3. If you submit more than one valid proxy appointment in respect of the same share, the appointment received last before the deadline for the receipt of proxies will take precedence.
 4. Any alterations to this form should be initialled.
 5. The "Vote Withheld" option is provided to enable you to abstain from voting on the proposed resolution. However, it should be noted that a "Vote Withheld" is not a vote in law and will not be counted in the calculation of the proportion of the votes "For" and "Against" the resolution.
 6. Entitlement to attend and vote at the Meeting and the number of votes which may be cast at the Meeting will be determined by reference to the number of shares held by a shareholder as at 12:00 midnight (CET) on Tuesday 9 July 2024. By this time the shareholder must be recorded as holding shares in an account with LuxCSD. Transfers of shares after this time will be disregarded in determining the rights of any person to attend and vote at the Meeting.
 7. The completion and return of this form will not preclude a member from attending the Meeting and voting in person.
 8. The Form of Proxy must arrive at Banque Internationale à Luxembourg S.A., Agency Services Team, 69, Route d'Esch, L-2953 Luxembourg, Grand-Duchy of Luxembourg, so as to be received by no later than 12:00 noon (CET) on Friday 19 July 2024. **Any Form of Proxy received after that deadline will be disregarded.**
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