

Shareholder Communications Policy

Experience Co Limited

ACN 167 320 470

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CONTENTS

1	Introduction.....	3
2	Communication principles.....	3
3	ASX announcements	3
4	Financial results & results briefings.....	4
5	Investor and analyst briefings.....	4
6	Annual general meeting	4
7	Annual report	5
8	One-on-one meetings.....	5
9	Conference calls	5
10	Commenting on analyst reports and forecasts.....	5
11	Dividends.....	5
12	Chat rooms.....	5
13	Media Releases	5
14	Shareholder / investor enquiries.....	6
15	Review of policy	6
16	Publication	6

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1. INTRODUCTION

- 1.1 Experience Co Limited (EXP or Group or the Company) is a public company listed on the ASX that supports governance practices that are designed to promote effective engagement with its shareholders.
- 1.2 The Group is committed to providing shareholders with balanced and understandable information about its business and performance.
- 1.3 This policy sets out the Group's approach to effectively communicating with shareholders.
- 1.4 This policy should be read together with the Group's Continuous Disclosure Policy which sets out how the Group achieves compliance with its continuous disclosure obligations under the ASX Listing Rules and the Corporations Act.

2. COMMUNICATION PRINCIPLES

- 2.1 The Group provides investors with access to information to enable informed assessment of the Group's performance and future prospects.
- 2.2 As far as practicable, the Group uses clear and concise language in communicating with shareholders.
- 2.3 The Group provides investors with timely access to price sensitive information and adopts practices, as outlined in the Group's Continuous Disclosure Policy, to prevent selective disclosure of material price sensitive information in order to treat all investors on an equal and fair basis.
- 2.4 The Group supports communicating with investors including via:
 - (a) website (<https://experienceco.com/>);
 - (b) email;
 - (c) webcast and conference calls;
 - (d) telephone;
 - (e) presentations, briefings and investor meetings; and
 - (f) mail.

3. ASX ANNOUNCEMENTS

- 3.1 The Group makes announcements to the ASX on the ASX announcements platform in accordance with the ASX Listing Rules.
- 3.2 All announcements on the ASX announcements platform are also made available to investors on the Group's investor website (**investor website**) as soon as practical following confirmation of release of the announcement by the ASX.

4. FINANCIAL RESULTS & RESULTS BRIEFINGS

- 4.1 The Group publicly reports financial results twice a year, in accordance with the Corporations Act and the ASX Listing Rules. Financial results and related investor presentations for the six months ending 31 December are reported in February of each year and the financial results and related investor presentations for the 12 months ending 30 June are reported in August of each year.
- 4.2 Following the release of the financial results to the ASX, the Group may hold an investor and analyst briefing (including a question and answer session) delivered by the Chief Executive Officer. The investor and analyst briefing may be supported by an investor roadshow, including one-on-one and group meetings with key investors and analysts. Discussions in these meetings are restricted to information previously disclosed to the market.

5. INVESTOR AND ANALYST BRIEFINGS

- 5.1 From time to time, the Group may hold investor and analyst briefings to discuss various aspects of the company's operations. All materials used in these briefings are released on the ASX announcements platform prior to respective briefings. Full details of the Group policy with respect to investor and analyst briefings can be found in the Group's Continuous Disclosure Policy.
- 5.2 The Group believes it is not necessary to impose strict blackout periods in relation to briefing investors and analysts on the basis that the Group does not disclose price sensitive information to investors and analysts unless that information has been released to the market via the ASX announcements platform.

6. ANNUAL GENERAL MEETING

- 6.1 The Company's Annual General Meeting (AGM) will be held in October or November of each year.
- 6.2 All information relating to the AGM in accordance with the Corporations Act and ASX Listing Rules will be made available to shareholders in the Notice of Meeting released on the ASX announcements platform, on the investor website and will be made available to shareholders either by mail, email or online within prescribed timeframes.
- 6.4 Shareholders are encouraged to attend the AGM or, if they are unable to do so, they are encouraged to use the proxy form to vote on any resolutions to be decided at the meeting.
- 6.5 At the AGM, shareholders will have an opportunity to ask questions about, or make comments on the Group's operations and performance and direct questions to the Group's external auditor on the conduct of their audit of the Group's annual financial report.
- 6.6 Shareholders are also able to submit questions to the Company and the Company's external auditor prior to the AGM.
- 6.7 The Chair and Chief Executive Officer's addresses to the AGM (if any) will be released on the ASX announcements platform prior to the AGM commencing.
- 6.8 Following the AGM, the results of voting on any resolution put to the AGM will be released on the ASX announcements platform.

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7. ANNUAL REPORT

- 7.1 The Group views periodic Financial Reports, including the Annual Report, as key information for shareholders.
- 7.2 The Group encourages shareholders to receive all communications, including the Annual Report, electronically. Shareholders can elect to do this via the Company's share registry.
- 7.3 Financial reports for each reporting period, are also available on the Group investor website.

8. ONE-ON-ONE MEETINGS

The Group's policy for one-on-one meetings with investors and analysts is detailed in the Group's Continuous Disclosure Policy.

9. CONFERENCE CALLS

Shareholder and investor conference calls (if any) are handled in a similar manner to investor and analyst briefings. The content is restricted to information that has previously been released on the ASX announcements platform.

10. COMMENTING ON ANALYST REPORTS AND FORECASTS

The Group's policy for commenting on analyst reports and forecasts is detailed in the Group's Continuous Disclosure Policy.

11. DIVIDENDS

- 11.1 Statements for any declared dividend will be emailed to shareholders on the business day prior to the date the dividend is paid.
- 11.2 As applicable, Shareholders can obtain historical information regarding dividend payments from the Group website. This information includes the amount of the dividend paid and the record date.
- 11.3 Shareholders seeking specific information regarding dividend payments, or methods of payment, should contact the Company's share registry.

12. CHAT ROOMS

The Group does not participate in internet chat rooms in relation to its performance.

13. MEDIA RELEASES

The Group issues a number of media releases, covering a wide range of issues. As appropriate, media releases will be released on the ASX announcements platform. Media releases for the current year and recent years are available on the investor website.

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14. SHAREHOLDER/INVESTOR ENQUIRIES

The Company's share registry is administered by Boardroom Pty Limited. Contact details are available from the investor website. Any shareholder or shareholding related questions can be directed to the Company's share registry.

15. REVIEW OF POLICY

The Board will review this policy regularly to ensure it remains current and in line with relevant legislation. Any amendments to this Policy will be approved by the Board.

16. PUBLICATION

This policy will be made available on the investor website.

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