

# Appendix 3Y

## Change of Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/09/01 Amended 01/01/11

|                       |                       |
|-----------------------|-----------------------|
| <b>Name of entity</b> | Experience Co Limited |
| <b>ABN</b>            | 167 320 470           |

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

|                            |                               |
|----------------------------|-------------------------------|
| <b>Name of Director</b>    | John Flower Diddams           |
| <b>Date of last notice</b> | 25 <sup>th</sup> October 2016 |

### Part 1 - Change of director's relevant interests in securities

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

|                                                                                                                                                      |                                                                                                                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Direct or indirect interest</b>                                                                                                                   | Indirect                                                                                                                                                                                                                 |
| <b>Nature of indirect interest (including registered holder)</b><br>Note: Provide details of the circumstances giving rise to the relevant interest. | <b>Whitfield Investments Pty Ltd</b><br>(Sole Director & Shareholder)<br><b>Galdarn Pty Ltd</b><br>(Sole Director & Shareholder)                                                                                         |
| <b>Date of change</b>                                                                                                                                | 22 <sup>nd</sup> December 2017                                                                                                                                                                                           |
| <b>No. of securities held prior to change</b>                                                                                                        | <b>Whitfield Investments Pty Ltd</b><br>2,450,545 Fully Paid Ordinary Shares<br>1,500,000 Options over Ordinary Shares<br>with exercise price \$0.25<br><br><b>Galdarn Pty Ltd</b><br>640,000 Fully Paid Ordinary Shares |
| <b>Class</b>                                                                                                                                         | Ordinary Shares                                                                                                                                                                                                          |
| <b>Number acquired</b>                                                                                                                               |                                                                                                                                                                                                                          |
| <b>Number disposed</b>                                                                                                                               | 400,000                                                                                                                                                                                                                  |

+ See chapter 19 for defined terms.

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|                                                                                                                                                                             |                                                                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Value/Consideration</b><br>Note: If consideration is non-cash, provide details and estimated valuation                                                                   | \$337,329 net proceeds from on-market sale                                                                                                                                                                            |
| <b>No. of securities held after change</b>                                                                                                                                  | <b>Whitfield Investments Pty Ltd</b><br>2,050,545 Fully Paid Ordinary Shares<br>1,500,000 Options over Ordinary Shares with exercise price \$0.25<br><br><b>Galdarn Pty Ltd</b><br>640,000 Fully Paid Ordinary Shares |
| <b>Nature of change</b><br>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back | On market trades                                                                                                                                                                                                      |

## Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

|                                                                                                                                                                              |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| <b>Detail of contract</b>                                                                                                                                                    | N/A |
| <b>Nature of interest</b>                                                                                                                                                    |     |
| <b>Name of registered holder (if issued securities)</b>                                                                                                                      |     |
| <b>Date of change</b>                                                                                                                                                        |     |
| <b>No. and class of securities to which interest related prior to change</b><br>Note: Details are only required for a contract in relation to which the interest has changed |     |
| <b>Interest acquired</b>                                                                                                                                                     |     |
| <b>Interest disposed</b>                                                                                                                                                     |     |
| <b>Value/Consideration</b><br>Note: If consideration is non-cash, provide details and an estimated valuation                                                                 |     |
| <b>Interest after change</b>                                                                                                                                                 |     |

## Part 3 – <sup>+</sup>Closed period

|                                                                                                                                                               |    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>Were the interests in the securities or contracts detailed above traded during a <sup>+</sup>closed period where prior written clearance was required?</b> | No |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

<sup>+</sup> See chapter 19 for defined terms.

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| If so, was prior written clearance provided to allow the trade to proceed during this period? | N/A |
| If prior written clearance was provided, on what date was this provided?                      | N/A |

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+ See chapter 19 for defined terms.