Form 604

Corporations Act 2001

Section 671B

Notice of changes of interests of substantial holder

To: Experience Co Ltd ABN: 56 167 320 470

ASX Code: EXP

1. Details of substantial holder

Name: Bennelong Australian Equity Partners Ltd

ABN: 69 131 665 122

This notice is given by Bennelong Funds Management Group Pty Limited on behalf of Bennelong Australian Equity Partners Ltd.

There was a change in the interests of the

substantial holder on: 12 Nov 18

The previous notice was given to the company on: 7 Mar 18

The previous notice was dated: 7 Mar 18

2. Previous and present voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate had a relevant interest in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

| Class of securities | Previous notice | | Present notice | | |
|---------------------|-----------------|--------------|----------------|--------------|--|
| | Person's votes | Voting power | Person's votes | Voting power | |
| Ordinary shares | 50,426,467 | 9.1842% | 34,837,274 | 6.2678% | |

3. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

| Date of change | Person whose relevant interest changed | Nature of change | Consideration received in relation to change | Class and number of securities | Person's votes affected |
|---------------------|---|-----------------------------|---|--------------------------------|----------------------------|
| 7 Mar – 12 Nov 2018 | Bennelong Australian Equity Partners Ltd | Purchased/Sold on market | Price range: \$0.31 - \$0.72 | 15,589,193 | 15,589,193 |

4. Present relevant interests

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

| Holder of relevant interest | Registered holder of securities | Person entitled to be registered as holder | Nature of relevant interest | Class and number of securities | Person's votes affected |
|---|---------------------------------------|--|-----------------------------|--------------------------------|----------------------------|
| Bennelong Australian Equity Partners Ltd | Citi | | | 22,588,118 | 22,588,118 |
| Bennelong Australian Equity Partners Ltd | NAS | | | 770,504 | 770,504 |
| Bennelong Australian Equity Partners Ltd | RBC | | | 11,478,652 | 11,478,652 |

5. Changes in association

The persons who have become associates of, ceased to be associates of, or have changed the nature of their association with, the substantial holder in relation to voting interests in the company or scheme are as follows:

| Name and ACN/ARSN (if applicable) | Nature of association |
|-----------------------------------|-----------------------|
| Not Applicable | |

6. Addresses

The addresses of persons named in this form are as follows:

| Name | Address |
|--|---|
| Bennelong Australian Equity Partners Ltd | Level 26, 20 Bond Street, Sydney NSW 2000 |

Signature

Print name: Jeff Phillips Capacity: Company Secretary

Date: 13 November 2018