

Appendix 3X

Initial 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 30/9/2001.

Name of entity	Endeavour Group Limited
ABN	77 159 767 843

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Holly Suzanna Kramer
Date of appointment	21 June 2021

Part 1 - Director's relevant interests in securities of which the director is the registered holder

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.

Number & class of securities 5,333 fully paid ordinary shares held As part of the implementation of the Demerger of Endeavour Group Limited from Woolworths Group Limited (" Woolworths "), Holly Kramer will receive 5,333 fully paid ordinary shares via an in specie distribution of Endeavour Shares held by Woolworths to relevant Woolworths Shareholders, as further described in the Demerger Booklet dated 10 May 2021. The fully paid ordinary shares that Holly Kramer is entitled to receive under the Demerger are currently held by Woolworths Custodian Pty Limited, as trust of the Woolworths Group Non-Equity Plan, and will be transferred to Holly Kramer on implementation of the Demerger on 1 July 2021.

+ See chapter 19 for defined terms.

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Part 2 – Director's relevant interests in securities of which the director is not the registered holder

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

Name of holder & nature of interest	Number & class of Securities
<p>Note: Provide details of the circumstances giving rise to the relevant interest.</p> <p>Shares held by Bond Custodians Limited on behalf of Holly Kramer's superannuation fund</p>	<p>7,942 fully paid ordinary shares</p> <p>As part of the implementation of the Demerger of Endeavour Group Limited from Woolworths Group Limited ("Woolworths"), Bond Custodians Limited will receive 7,942 fully paid ordinary shares via an in specie distribution of Endeavour Shares held by Woolworths to relevant Woolworths Shareholders, as further described in the Demerger Booklet dated 10 May 2021. The fully paid ordinary shares that Bond Custodians Limited is entitled to receive under the Demerger are currently held by Woolworths and will be transferred to Bond Custodians Limited (to be held on behalf of Holly Kramer's superannuation fund) on implementation of the Demerger on 1 July 2021.</p>

Part 3 – 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.

Detail of contract	Not applicable
Nature of interest	Not applicable
Name of registered holder (if issued securities)	Not applicable
No. and class of securities to which interest relates	Not applicable

+ See chapter 19 for defined terms.