

ASX Announcement

Notice of Annual General Meeting

Sydney: Thursday, 10 October 2024

Endeavour Group Limited (ASX:EDV) will hold its 2024 Annual General Meeting on Wednesday, 13 November 2024 commencing at 10.00am (AEDT). The meeting will be held in person in the Magnifique Ballroom at the Sofitel Sydney Darling Harbour, 12 Darling Drive, Sydney, New South Wales 2000 and online.

Attached is the 2024 Notice of Annual General Meeting and meeting-related documents.

Shareholders can visit <https://www.endeavourgroup.com.au/investor-relations/annual-general-meetings> for important information about the meeting and to access and download the Notice of Annual General Meeting and Virtual Meeting Online Guide.

The release of this announcement was authorised by the Company Secretary.

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2024

Notice of Annual General Meeting

ENDEAVOUR GROUP LIMITED
ACN 159 767 843

Directions for the AGM

The 2024 Annual General Meeting (AGM or Meeting) of Endeavour Group Limited (Endeavour) will be held:

In person at:

Magnifique Ballroom
Sofitel Sydney Darling Harbour
12 Darling Drive
Sydney NSW 2000

Online at:

meetings.linkgroup.com/EDV24
See page 4 for further information

The Sofitel Sydney Darling Harbour (Sofitel) is located in Darling Harbour.

All items larger than A4 in size will need to be cloaked prior to entering the Magnifique Ballroom.

Mobility impaired access

There is level access to enter the Sofitel. An accessible route (via lifts) is available from the lobby to the Magnifique Ballroom.

By public transport or car



By light rail

Convention station is the most convenient light rail station to the Sofitel and is less than a five minute walk away.



By car

Passengers may be dropped off at the Darling Drive entrance. Parking for a fee is available at the Sofitel by using their valet service. Parking is also available at Wilson Parking Harbourside, Darling Harbour and Wilson Parking, International Convention Centre close by to the Sofitel.



By taxi

Taxi ranks are located directly at the main entrance of the Sofitel.



Chairman's Message

On behalf of the Board, I am pleased to invite you to the 2024 Annual General Meeting of Endeavour Group Limited to be held on Wednesday, 13 November 2024 commencing at 10.00am (AEDT).



Dear Shareholder

We look forward to meeting you in the Magnifique Ballroom at the Sofitel Sydney Darling Harbour. For those shareholders who are unable to attend in person the Annual General Meeting will also be held virtually.

The Annual General Meeting provides us with the opportunity to update you on the progress of our business priorities and for you to ask questions of your Directors, the Management team and our Auditor. The resolutions we are putting forward for you to consider are detailed below.

All shareholders (with the exception of those attending via telephone) will have the opportunity to vote, interact and ask questions of Directors, Management and our Auditor, whether attending in person or virtually. Shareholders attending via telephone will be able to ask questions during the meeting but are unable to vote via the telephone.

For those unable to attend, we encourage you to submit your vote, along with your questions, ahead of the meeting. Alternatively, you can appoint a proxy to attend on your behalf on the day.

Items of Business

The Notice of Meeting for the 2024 Annual General Meeting commences on page 5 of this document and outlines the items of business we will consider. The Notice of Meeting contains resolutions for:

- the election of myself and Peter Margin, as Directors;
- the adoption of Endeavour's 2024 Remuneration Report; and
- the grant of performance share rights to the Managing Director and Chief Executive Officer, Steve Donohue, under the Endeavour Long-Term Incentive Plan.

Background information on these items is contained in the Explanatory Notes on pages 10 to 15, which form part of the Notice of Meeting.

The Notice of Meeting is accompanied by our Voting/ Proxy Form and Shareholder Question Form. The dates and times by which these forms must be provided to us, if you wish to do so, is included at page 4.

I look forward to welcoming you to our Annual General Meeting and updating you on Endeavour's operations and priorities.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Ari Mervis'. The signature is fluid and cursive, written over a light blue background.

Ari Mervis
Chairman

How to participate in the AGM

Before the AGM

Notice of Meeting

- Access the Notice of Meeting online at endeavourgroup.com.au/investor-relations/annual-general-meetings.
- Request a hard copy of the Notice of Meeting, Voting/Proxy Form or Shareholder Question Form by phoning +61 1300 420 545 or emailing endeavour@linkmarketservices.com.au.

Endeavour no longer sends the Notice of Meeting or meeting-related documents in hard copy unless you have requested for a copy be mailed to you.

Direct vote or appoint proxy

- Return your completed personalised Voting/Proxy Form or complete the Voting/Proxy Form online by logging on to investorcentre.linkmarketservices.com.au (or via the link emailed to you).
- If you appoint a proxy other than the Chairman, you must provide your intended proxy's email address.
- We encourage shareholders with more than one shareholding to vote your holdings prior to the AGM.

To be valid, your direct vote or proxy appointment must be received by Link Market Services (Link) by 10.00am (AEDT) on Monday, 11 November 2024.

Ask a question

- Shareholders are encouraged to submit questions in advance of the AGM by returning the hard copy Shareholder Question Form, or by submitting questions online by logging on to investorcentre.linkmarketservices.com.au (or via the link emailed to you).
- Questions submitted in advance of the AGM must be received by 10.00am (AEDT) on Wednesday, 6 November 2024.

At the AGM

Attend in person

Join us in the Magnifique Ballroom at the Sofitel. The location is shown on the map on page 2. Registration will commence at 9.00am (AEDT) on Wednesday, 13 November 2024. Endeavour's share registry, Link, will be present to assist shareholders (and other attendees) with registration. Details on how to vote at the AGM will be provided to you upon registration.

Watch online

- Enter meetings.linkgroup.com/EDV24 into a web browser.
- Enter your name, mobile number, email address and participant type: 'Shareholder' (including body corporate representatives and attorneys), 'Proxy' or 'Guest' (including media). Select 'Register and Watch Meeting'.
- The portal will display a split screen of the live webcast and the AGM presentation slides.

Vote online

- Shareholders (including proxies, attorneys and body corporate representatives) can vote online during the AGM.
- You can access a voting card by clicking on the 'Get a Voting Card' button at the bottom of the screen in the online portal.
- Voting will open at the start of the AGM, unless the Chairman determines otherwise.

To vote or ask a question online, you will need to provide your securityholder number and postcode (i.e. your SRN/HIN) or proxy number. Link will email proxy numbers to proxies 24 hours before the commencement of the AGM.

Ask a question online

- Shareholders (including proxies, attorneys and body corporate representatives) can ask questions online during the AGM.
- You can access the question screen by clicking on the 'Ask a Question' button at the bottom of the screen in the online portal.
- Questions will be read aloud at the AGM.

Attend by telephone

Shareholders, proxies, body corporate representatives and attorneys can listen to the AGM and ask questions. To join the AGM:

- You will need a PIN to register, listen to proceedings and ask a question. Your PIN will be a unique number to you.
- Request your unique PIN by phoning Link on +61 1800 990 363 by 5.00pm (AEDT) on Friday, 8 November 2024. You will need to verify your identity to obtain a PIN.
- Dial 1800 941 125 or, for international participants, +61 2 9189 8865 at least 10 minutes before the AGM starts and register your attendance with your PIN.

It will not be possible to vote by telephone.

Ask a question by telephone

- Press *1 on your handset and advise the operator whether your question relates to an Item of Business or general business.
- If you no longer wish to ask a question you can press *2 on your handset.

Visit endeavourgroup.com.au/investor-relations/annual-general-meetings and refer to the Virtual Meeting Online Guide for further details about attending the AGM via the online portal or by telephone.

If you require assistance, please call **+61 1800 990 363**.



Guests and media

Guests are not required to provide a PIN, and may join the AGM by dialling 1800 941 125 or +61 2 9189 8865 for those dialling internationally.

Notice of Meeting

The 2024 Annual General Meeting (**AGM** or **Meeting**) of Endeavour Group Limited (**Endeavour**) will take place on Wednesday, 13 November 2024 commencing at 10.00am (AEDT) in the Magnifique Ballroom at the Sofitel Sydney Darling Harbour, 12 Darling Drive, Sydney, New South Wales and online at meetings.linkgroup.com/EDV24.

Items of Business

The Items of Business should be read in conjunction with the Explanatory Notes on pages 10 to 15. The Explanatory Notes form part of this Notice of Meeting.

1. Consideration of Financial and Other Reports

To consider the Financial Report, Directors' Report and Auditor's Report of Endeavour Group Limited and its controlled entities for the financial year ended 30 June 2024.

Note: No resolution is required for this Item of Business.

2. Election of Directors

- a. To elect Ari Mervis as a Director.
- b. To elect Peter Margin as a Director.

3. Adoption of Remuneration Report

To adopt the Remuneration Report of Endeavour Group Limited for the financial year ended 30 June 2024 as set out in the Annual Report.

Note: This resolution is advisory only and does not bind Endeavour or its Directors.

4. Approval of Long-Term Incentive grant to the Managing Director and CEO

To approve for all purposes, including ASX Listing Rule 10.14, the grant of performance share rights to Steve Donohue, Managing Director and Chief Executive Officer under the Long-Term Incentive Plan on the terms described in the Explanatory Notes.

By order of the Board



Taryn Morton
Company Secretary
10 October 2024

Voting information

The voting information below forms part of the Notice of Meeting. A reference to an Item is any Item of Business referred to on page 5.

Voting Exclusion Statements

Item 3 – Adoption of Remuneration Report

A vote on Item 3 must not be cast:

- by or on behalf of a member of the key management personnel (**KMP**) whose remuneration is included in the Remuneration Report or their closely related parties (i.e. any spouse, child, certain other close family members, or controlled company) regardless of the capacity in which the votes are cast; or
- as a proxy by a member of the KMP as at the date of the Meeting or their closely related parties,

unless the votes are cast as a proxy for a person entitled to vote on the resolution and the votes are cast:

- in accordance with a direction as to how to vote in the Voting/Proxy Form; or
- by the Chairman of the Meeting pursuant to an express authorisation on the Voting/Proxy Form to vote undirected proxies as the Chairman sees fit.

The voting intentions of the Chairman of the Meeting are set out on page 8.

Item 4 – Approval of Long-Term Incentive grant to the Managing Director and CEO

Endeavour will disregard any votes cast in favour of Item 4 by or on behalf of Mr Donohue or any of his associates. However, this does not apply to a vote cast in favour of Item 4 by:

- a proxy or attorney for a person entitled to vote on the resolution and the vote is cast in accordance with a direction as to how to vote in the Voting/Proxy Form; or
- the Chairman of the Meeting as a proxy or attorney for a person entitled to vote on the resolution pursuant to an express authorisation on the Voting/Proxy Form to vote undirected proxies as the Chairman sees fit; or
- a shareholder acting solely in a nominee, trustee, custodial or other fiduciary capacity on behalf of a beneficiary, provided that the following conditions are met:
 - the beneficiary provides written confirmation to the shareholder that the beneficiary is not excluded from voting, and is not an associate of a person excluded from voting, on the resolution; and
 - the shareholder votes on the resolution in accordance with the directions given by the beneficiary.

The voting intentions of the Chairman of the Meeting are set out on page 8.

In addition, a vote must not be cast on Item 4 by a member of the KMP as at the date of the Meeting or their closely related parties, acting as proxy for a person entitled to vote, if their appointment does not specify the way the proxy is to vote on Item 4. This restriction on voting undirected proxies does not apply to the Chairman of the Meeting acting as proxy for a person entitled to vote on Item 4 pursuant to an express authorisation on the Voting/Proxy Form to vote undirected proxies as the Chairman sees fit.

Eligibility to vote at the AGM

The Board has determined that a person's entitlement to vote at the AGM will be the entitlement of that person set out in Endeavour's register of shareholders as at 7.00pm (AEDT) on Monday, 11 November 2024. Share transfers registered after this time will be disregarded in determining voting entitlements.

All resolutions will be by poll

Voting on all resolutions at the AGM will be conducted by poll, unless the Chairman of the Meeting determines otherwise.

Registration and attendance

The online portal at meetings.linkgroup.com/EDV24 will be available from 9.00am (AEDT) on the day of the Meeting (Wednesday, 13 November 2024).

You can register your attendance as a shareholder (including body corporate representatives and attorneys) or as a proxy before the start of the Meeting.

The telephone line will be open from 9.30am (AEDT) on the day of the Meeting (Wednesday, 13 November 2024). You will need a PIN to register your attendance as a shareholder (including body corporate representatives and attorneys) or as a proxy. Request your unique PIN by 5.00pm (AEDT) Friday, 8 November 2024 by phoning Link on +61 1800 990 363.

Guests can attend the AGM in person, via the online portal or by telephone and watch or listen to the webcast, but only shareholders, attorneys, body corporate representatives or proxies can vote or ask questions (noting however that voting is not available via telephone attendance).

Further details can be found in the Virtual Meeting Online Guide available at endeavourgroup.com.au/investor-relations/annual-general-meetings.

Voting

Direct voting prior to the AGM

If you are entitled to attend and vote at the AGM, you are entitled to vote your shares directly prior to the Meeting. You may do so by completing and returning a hard copy Voting/Proxy Form to Link in accordance with the instructions on the Voting/Proxy Form or by completing the Voting/Proxy Form online by logging on to investorcentre.linkmarketservices.com.au (or via the link emailed to you).

By marking 'X' in the box at option A on the Voting/Proxy Form you are electing to vote your shares directly. You should then complete your voting directions by selecting 'For' or 'Against' for each Item. If you mark the 'Abstain' box for any Item or do not mark any box (other than as set out below), your vote will not be counted on computing the required majority.

If you vote on at least one Item but leave other Item(s) blank, the vote on the Item(s) marked will be valid, but no vote will be counted for the Item(s) left blank.

If you submit a Voting/Proxy Form but do not mark option A or option B on the Voting/Proxy Form and you leave the voting boxes blank for all Items, you will be taken to have appointed the person named in the Voting/Proxy Form as proxy and if no person is named, the Chairman of the Meeting as proxy.

If you have cast a direct vote, you are entitled to attend and/or participate in the AGM (assuming that you remain a shareholder at the voting entitlement cut-off date and time set out under the 'Eligibility to vote at the AGM' heading on page 6). Your attendance and/or participation will not cancel your direct vote unless you instruct Endeavour or Link otherwise. Where you attend the AGM and do not cancel your direct vote, you will not be entitled to vote at the AGM but may otherwise exercise your rights as a shareholder.

However, if a Voting/Proxy Form contains instructions for both direct voting and appointment of a proxy, you will be taken to have appointed the person named in the Voting/Proxy Form as proxy and if no person is named, the Chairman of the Meeting as proxy. Any direct votes will not be counted.

Direct Voting Rules are available at endeavourgroup.com.au/investor-relations/annual-general-meetings. By submitting a direct vote, you agree to be bound by the rules.

Voting in person during the AGM

If you are present in person at the AGM (or by proxy) and entitled to vote, you will be provided a voting card upon registration and will be invited to submit this card at any time during the Meeting while the poll is open.

Voting online during the AGM

If you attend the AGM via the online portal, you can vote in real time at any time while the poll is open, by accessing your voting card in the online portal.

You will need to provide your securityholder number and postcode or the proxy number that Link will email to your proxy 24 hours before the AGM.

Your securityholder number is your SRN/HIN, which appears on your Voting/Proxy Form or Holding Statement.

Voting by proxy

If you are a shareholder who is unable to attend the AGM and you choose not to lodge a direct vote prior to the Meeting, you can appoint a proxy to attend the Meeting and vote on your behalf. A proxy does not need to be a shareholder. They may be an individual or a body corporate.

You can appoint a proxy by returning a hard copy Voting/Proxy Form to Link in accordance with the directions on the Voting/Proxy Form or by completing the Voting/Proxy Form online by logging on to investorcentre.linkmarketservices.com.au (or via the link emailed to you). You should mark 'X' in the box at option B on the Voting/Proxy Form if you wish to appoint the Chairman of the Meeting as your proxy, or alternatively insert the name and email address of your nominated proxy in the space provided in option B.

If you appoint someone other than the Chairman of the Meeting as your proxy, you must provide their email address. Your proxy will be sent a proxy number via email no later than 24 hours prior to the AGM, which they will need to enter the online portal and vote on your behalf. If you do not provide an email address, your proxy appointment will revert to the Chairman of the Meeting.

If you lodge the Voting/Proxy Form and do not appoint someone else, the Chairman of the Meeting will act as your proxy by default.

We encourage you to direct your proxy on how to vote. You can do this by marking the appropriate 'For', 'Against' or 'Abstain' boxes on the Voting/Proxy Form. Subject to the 'Voting Exclusion Statements' detailed on page 6 in relation to voting of members of Endeavour's KMP, if no voting directions are given for an Item the proxy may vote as they see fit.

If you are entitled to cast two or more votes at the AGM, you may appoint up to two proxies. If you do so, you should specify the proportion or number of votes for each proxy. If not specified, each proxy will exercise half of the votes.

If you intend to appoint a body corporate as your proxy, the body corporate must appoint an individual as its corporate representative to exercise its powers at the Meeting.

Voting information (continued)

If you appoint a proxy, you may still attend the AGM. However, your proxy's right to speak will be suspended while you are present in person or via the online portal and your proxy's vote will not be counted if you cast a vote as well. If you would prefer that the rights of your proxy were not suspended, consider registering at the venue as a non-voting shareholder, or watching the webcast as a guest, rather than registering as a shareholder. If your proxy does not attend the Meeting in person or online (or attends, but does not vote), then the Chairman of the Meeting is appointed as your proxy.

Submitting your direct vote or proxy appointment

Your direct vote or proxy appointment must be received by the share registry no later than 10.00am (AEDT) on Monday, 11 November 2024. If it is received after this time, it will not be valid.

You can submit your Voting/Proxy Form:

- **Online**, by following the link emailed to you or by logging on to investorcentre.linkmarketservices.com.au and following the prompts and instructions. You will need your SRN/HIN which appears on your Voting/Proxy Form or Holding Statement.
- **By mobile device**, by scanning the QR code on the Proxy/Voting Form and following the prompts. You will need your SRN/HIN and postcode.
- **By post** to Link Market Services Limited, Locked Bag A14, Sydney South NSW 1235.
- **By fax** on +61 2 9287 0309.
- **By hand**, delivering it to Link*:

Parramatta Square
Level 22, Tower 6
10 Darcy Street
Parramatta NSW 2150

or

Level 12
680 George Street
Sydney NSW 2000

* During business hours
Monday to Friday (9.00am–5.00pm)

Voting by attorney

You can appoint an attorney to attend the AGM and vote on your behalf under a power of attorney. A copy of the power of attorney must be received by Link no later than 10.00am (AEDT) on Monday, 11 November 2024, unless it has been previously provided. Your attorney will need your SRN/HIN and postcode to register on your behalf.

However, if you appoint an attorney to attend the AGM and vote on your behalf under a power of attorney and you attend the AGM, your attorney's right to speak will be suspended while you are present in person or via the online portal and your attorney's vote will not be counted if you cast a vote as well. If you would prefer that the rights of your attorney were not suspended, consider registering at the venue as a non-voting shareholder, or watching the webcast as a guest, rather than registering as a shareholder.

Voting by body corporate representative

In order for a body corporate shareholder to attend and vote at the AGM, an individual must be appointed to represent the body corporate. Appointed corporate representatives will need to provide a signed 'Certificate of Appointment of Corporate Representative' form to Link no later than 10.00am (AEDT) on Monday, 11 November 2024, unless it has been previously provided. The Form can be obtained online at linkmarketservices.com.au or by calling Link on +61 1300 420 545. Body corporate representatives will require the SRN/HIN and postcode for the holding to register as a shareholder at the AGM.

Chairman's Voting Intentions

If you appoint the Chairman of the Meeting as your proxy (or the Chairman becomes your proxy by default) and you do not direct him how to vote, you are expressly authorising the Chairman to cast your undirected vote on all Items as the Chairman sees fit (even though Items 3 and 4 concern the remuneration of members of the KMP of Endeavour).

If you appoint any other member of Endeavour's KMP or their closely related parties as your proxy, they will not be able to vote your proxy on Items 3 and 4 unless you direct them how to vote.

The Chairman of the Meeting intends to vote undirected proxies able to be voted on in favour of all Items contained in this Notice of Meeting. To the extent the Meeting considers other items of business, the Chairman of the Meeting intends to vote as he sees fit.

The Chairman's decision on the validity of a direct vote, vote cast by a proxy or vote cast by a shareholder (including by body corporate representative or attorney) is conclusive.

Questions

Submitting questions before the AGM

You may submit written questions before the Meeting by returning the Shareholder Question Form sent to you or logging on to investorcentre.linkmarketservices.com.au and following the prompts and instructions.

Written questions must be submitted by 10.00am (AEDT) by Wednesday, 6 November 2024.

The Chairman and CEO will address the key themes from the questions submitted before the AGM in their addresses.

Asking questions during the AGM

During the AGM, shareholders (including attorneys and body corporate representatives) and proxies can ask questions in person, via the online portal or by telephone.

Questions should relate to the operations and management of Endeavour, the Items of Business of the AGM or, if addressed to Endeavour's Auditor, any of the specific matters set out in Item 1 of the Explanatory Notes on page 10.

Questions received online will be read aloud at the AGM by a moderator. Shareholders on the telephone will be able to ask their questions directly.

To allow as many shareholders as possible to raise their questions, please:

- state your question clearly (whether you submit it in person, via the online portal or by telephone);
- ask questions relevant to the business of the AGM or to the performance, business or management of Endeavour; and
- if you have more than one question, ask one question at a time.

The Chairman of the Meeting reserves the right to determine that questions on a certain topic should no longer be asked once he has determined that shareholders have had a reasonable opportunity to ask questions on that matter.

Questions about issues you are experiencing as an Endeavour customer

If you have specific questions about your experience as an Endeavour customer, please raise those questions through our Customer Service team, who will be able to assist with any concerns.

Contact details for each of our businesses can be found online at endeavourgroup.com.au/contact.

Explanatory notes

Item 1 – Consideration of Financial and Other Reports

As required by the *Corporations Act 2001* (Cth) (**Corporations Act**), the Financial Report, Directors' Report and Auditor's Report of Endeavour and its controlled entities for the financial year ended 30 June 2024 (collectively, the **Reports**) will be laid before the Meeting.

The Reports are contained in Endeavour's 2024 Annual Report which can be accessed at endeavourgroup.com.au/investor-relations/reports.

There is no requirement in the Corporations Act or in the Endeavour Constitution for shareholders to approve the Reports. Accordingly, there will be no resolution put to the Meeting. However, shareholders will be given a reasonable opportunity to raise questions or make comment on the Reports and the management of Endeavour.

Shareholders will also be provided a reasonable opportunity to ask questions of Deloitte Touche Tohmatsu, Endeavour's Auditor, which are relevant to the conduct of the audit, the preparation and content of the Auditor's Report, the accounting policies adopted by Endeavour in relation to the preparation of the financial statements and the independence of the Auditor in relation to the conduct of the audit.

Item 2 – Election of Directors

Ari Mervis and Peter Margin were appointed as Directors of Endeavour on 27 March 2024 and offer themselves for election in accordance with Article 10.7 of the Endeavour Constitution.

Each Director's experience and qualifications are as set out on page 11.

The Board has in place criteria and processes for the selection, appointment, election and re-election of Directors. These include:

- ensuring that there is an appropriate mix of skills, experience, independence and diversity in its membership to address the business and governance needs of Endeavour;
- assessing prospective director candidates against the skills and experience identified by the Board and undertaking relevant probity enquiries; and
- at least annually, considering the independence and performance of each Director.

The Board, with the assistance of the Nominations Committee, has considered each Director standing for election at the AGM, having regard to the performance of each Director during their time in office, their other commitments and responsibilities and the Board's independence requirements. The Board (with the exception of each Director in relation to their own election) supports and recommends to shareholders each of the Directors standing for election.



Ari Mervis

BCom

Chairman

Appointed: 27 March 2024

Board Committees:

Nominations Committee (Chairman)

Ari has extensive business, international and executive leadership experience in the consumer goods, food, beverage and agricultural sectors.

Ari was previously executive chairman of Accolade Wines and prior to that Chief Executive Officer and Managing Director of Murray Goulburn. He had a career of over 27 years at SABMiller plc, holding various senior leadership roles, including a decade as Managing Director of the Asia Pacific region. In this role he was responsible for the acquisition of Carlton and United Breweries by SABMiller and was chairman of SABMiller’s businesses in Vietnam, India and China. He has led listed and unlisted companies, as well as joint ventures and not-for-profit organisations, in executing strategies which drive growth in a sustainable and responsible way.

Ari is currently the chairman of McPherson’s Limited and was previously the chairman of Myer Holdings Limited and a director of Melbourne Business School.

The Board believes that Ari’s broad executive and board leadership roles gained in Australia and across international markets enables him to provide effective direction and leadership to the Board. His expertise in consumer markets, industry knowledge of the alcohol beverage sector and strength in strategic execution are providing valuable insights to the Board’s deliberations and for the next phase of Endeavour’s future, post demerger from Woolworths.

The Board considers Ari to be an independent Non-executive Director.

The Board (with Ari Mervis abstaining) unanimously recommends that shareholders vote FOR Ari Mervis’ election.



Peter Margin

MBA, BSc (Hons)

Independent Non-Executive Director

Appointed: 27 March 2024

Board Committees: Audit, Risk and Compliance Management Committee, Transition Committee and Nominations Committee

Peter is an experienced listed company director with deep business and leadership experience gained from major Australian and international food, beverage and dairy companies.

Peter held various senior leadership roles throughout his executive career. He was formerly the CEO and Managing Director of Goodman Fielder Limited and National Foods Limited and prior to these roles held senior positions at Pacific Brands, East Asiatic Company, HJ Heinz Company Australia and Simplot Australia.

Peter is currently the chairman of Golf Australia and the deputy chairman of Bega Cheese Limited. He was previously the executive chairman of Asahi Holdings Australia and the chairman of Huon Aquaculture Group Limited, as well as a former director of Costa Group Holdings Limited, Nufarm Limited and Pact Group Holdings Limited.

The Board believes that Peter’s knowledge of the food, alcohol beverage and dairy industries, brings a deep consumer lens to Board deliberations. Coupled with his leadership and listed company experience, exposure to business transformation and deep and pragmatic business acumen, the Board is deriving great benefit from Peter’s contributions.

The Board considers Peter to be an independent Non-executive Director.

The Board (with Peter Margin abstaining) unanimously recommends that shareholders vote FOR Peter Margin’s election.

Explanatory notes (continued)

Item 3 – Adoption of Remuneration Report

The Remuneration Report on pages 58 to 86 of Endeavour's 2024 Annual Report sets out Endeavour's remuneration framework and reports on the remuneration in place for Endeavour's KMP for the year ended 30 June 2024.

Endeavour's remuneration framework has been designed to enable the achievement of Endeavour's purpose and strategy, which are underpinned by the company's values and ways of working. The framework aims to align executive and shareholder interests, attract and retain talented team members and support long and short-term value creation, by providing team members with competitive remuneration and reward for responsible and sustainable long-term performance.

The vote on this Item is advisory only and does not bind the Directors of Endeavour. The Directors will consider the outcome of the vote and feedback from shareholders at the AGM when considering Endeavour's remuneration framework.

A voting exclusion statement applies to this Item, which is set out on page 6.

The Board unanimously recommends that shareholders vote **FOR** the adoption of the Remuneration Report.

Item 4 – Approval of Long-Term Incentive grant to the Managing Director and CEO

Endeavour intends to grant 561,428 performance share rights to Steve Donohue, Managing Director and Chief Executive Officer of Endeavour (**CEO**) under the Long-Term Incentive Plan (**LTI Plan**) covering the three year performance period from 1 July 2024 to 1 July 2027 (**F25 LTI**). The CEO's F25 LTI performance share rights award was disclosed in the Remuneration Report on page 76 of Endeavour's 2024 Annual Report.

As announced to the ASX on 27 September 2024, Endeavour and the CEO have mutually agreed to the terms of a separation (**Separation**) under which the CEO's employment with Endeavour will end on 27 September 2025 (or earlier subject to Board determination) (**End Date**).

The vesting of the F25 LTI performance share rights is subject to the performance conditions that have been designed to align the CEO's interests with those of shareholders. Details of these performance conditions are on pages 14 and 15. If the End Date is brought forward to a date before the end of F25, vesting will be reduced pro rata, to proportionally reflect the period of service throughout F25.

Why is shareholder approval being sought?

ASX Listing Rule 10.14 requires a listed company to obtain shareholder approval before providing shares or share rights to a director under an employee incentive scheme.

Approval is sought to grant performance share rights under the LTI Plan to the CEO. Shareholder approval is not required under Listing Rule 10.14 if the shares to be allocated on vesting of the performance share rights are required by the terms of the employee incentive scheme to be purchased on-market by Endeavour, rather than being issued.

The relevant terms of the employee incentive scheme currently require Endeavour, on vesting of the performance share rights, to source the shares by acquiring them on-market unless shareholder approval has been obtained to issue the shares. Shareholder approval is being sought to preserve flexibility in case, for any reason, it is considered in Endeavour's best interests to issue shares rather than source them on-market.

If shareholder approval is not obtained then, subject to the achievement of the performance conditions described in this Notice of Meeting, the Board will consider alternative remuneration arrangements, which may include the CEO receiving either shares purchased on-market or a cash payment at the end of the performance period, in each case equivalent in value to the F25 LTI he would have received had shareholder approval been obtained.

What is the CEO's proposed F25 LTI grant?

The proposed F25 LTI grant for the CEO is 561,428 performance share rights. This is the maximum number of performance share rights that can be granted to the CEO for his F25 LTI.

The initial face value of the maximum number of performance share rights is \$2,842,625 and represents 170% of the CEO's total fixed remuneration as at 1 July 2024. The performance share rights to be granted were calculated based on the volume weighted average price (**VWAP**) of Endeavour shares for the five business days up to and including 1 July 2024 (\$5.0632).

The CEO's maximum total remuneration package is \$7,022,956. In addition to the F25 LTI grant, the CEO remuneration comprises of total fixed remuneration of \$1,672,132 and a Short-Term Incentive (**STI**) equal to 100% of total fixed remuneration (\$1,672,132) at target (and 150% at maximum) paid 50% in share rights deferred for two years and 50% in cash. The STI is payable based on the business performance of Endeavour against Board-approved performance measures and the Board's assessment of the CEO's individual performance across strategic and business goals and Endeavour's ways of working.¹

The actual value (if any) that the CEO will receive from the F25 LTI grant cannot be determined until the end of the three-year performance period and will depend on the extent to which the performance conditions are achieved, the Endeavour share price at the time of vesting and the actual End Date.

The grant of performance share rights under the LTI Plan is designed to align Endeavour's and the CEO's interests with those of shareholders by providing an incentive linked to Endeavour's performance over the relevant performance period.

How was the number of performance share rights calculated?

The following formula was used to calculate the maximum number of performance share rights to be granted to the CEO:

$$\begin{array}{r} 561,428 \\ \text{performance} \\ \text{share rights}^2 \end{array} = \frac{170\% \times \$1,672,132}{\text{VWAP of Endeavour shares} \\ (\$5.0632)}$$

Summary of key terms of the CEO's proposed F25 LTI grant

A summary of the key terms of the proposed F25 LTI grant to the CEO is set out in the tables on pages 14 and 15.

A voting exclusion statement applies to this Item, which is set out on page 6.

The Board (with Steve Donohue abstaining) unanimously recommends that shareholders vote **FOR** the grant of performance share rights to Steve Donohue for the F25 LTI.

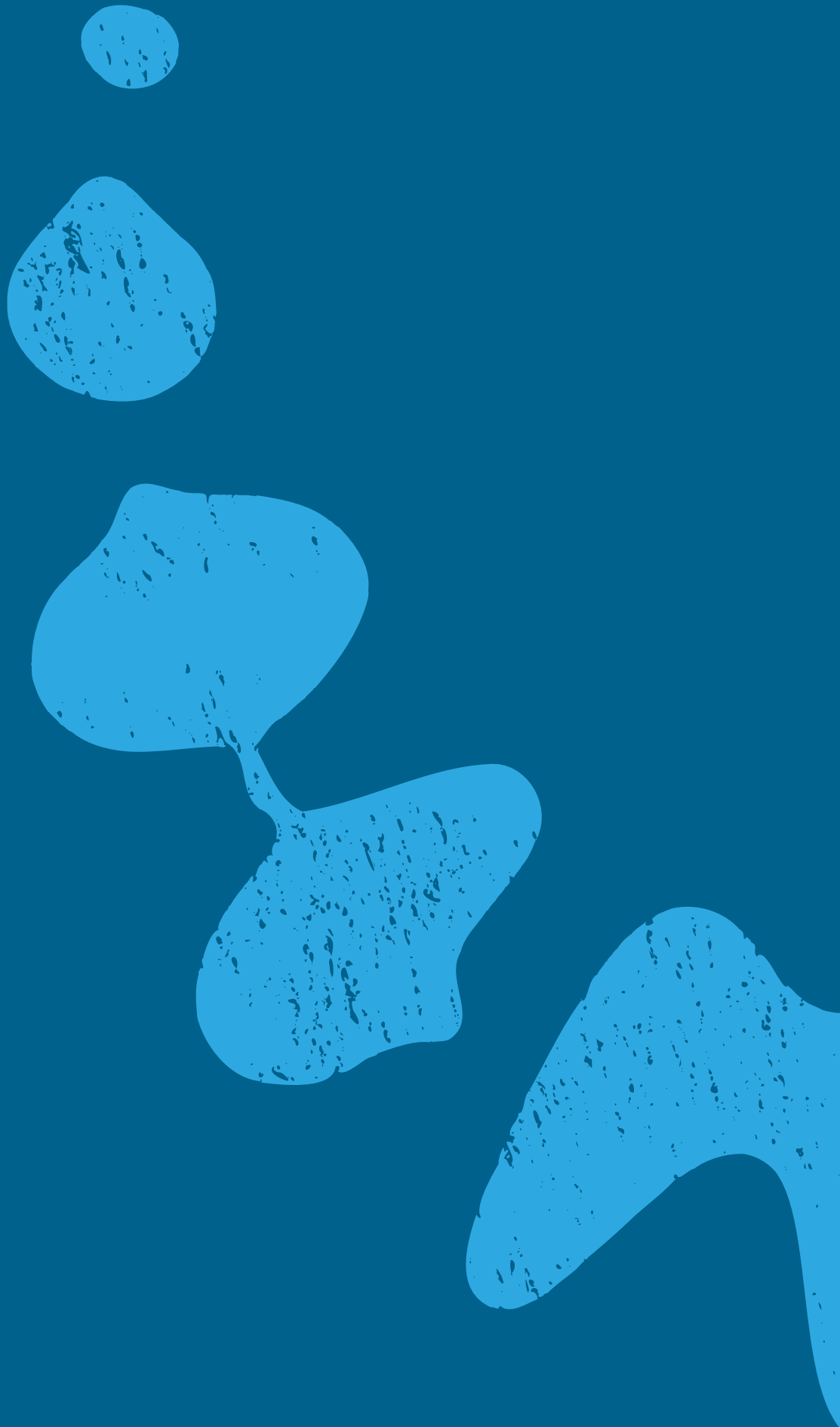
¹ Similar to the LTIs, if the End Date is brought forward to a date before the end of F25, vesting of the STI will be reduced pro rata, to proportionally reflect the period of service throughout F25.

² Rounded down to the nearest whole performance share right so as not to exceed the maximum allocation value.

Explanatory notes (continued)

Term	Detail																
Entitlements	<p>Each performance share right is a right to acquire one share in Endeavour, subject to the achievement of the performance conditions set out below.</p> <p>Performance share rights are granted at no cost to the CEO. They are non-transferable, except with the express approval of the Board or its delegate or by force of law on death or legal incapacity.</p> <p>They do not carry any dividend or voting rights prior to vesting. At the time of vesting, there is no entitlement to any additional performance share rights on account of an amount equivalent to any dividends that would have been paid and reinvested on the shares underlying the vested performance share rights during the performance period.</p>																
Grant date	<p>The performance share rights will be granted to the CEO as soon as practicable after the 2024 AGM, but in any event, within 12 months of the 2024 AGM, and will have an effective grant date of 1 July 2024. This is consistent with the effective grant date for the other team members participating in the LTI Plan.</p>																
Performance measures	<p>The performance share rights are subject to the following performance measures that will be tested separately:</p> <ol style="list-style-type: none"> Relative total shareholder return (Relative TSR) with a 40% weighting: Measured by taking into account the change in Endeavour's share price over the relevant performance period as well as the dividends received (which are assumed to be reinvested into Endeavour's shares). The comparator group is the ASX100. This measure was chosen because it provides alignment with shareholder value creation. Return on funds employed (ROFE) with a 40% weighting: Measured by dividing Endeavour's earnings before interest and tax (EBIT) for the previous 12 months as a percentage of the previous 13 months average funds employed (net assets excluding net debts, lease liabilities, other financing-related assets and liabilities, and net tax balance). ROFE may be determined on a pre-significant items basis. This measure is an important driver of long-term shareholder value creation. Earnings per Share (EPS) with a 20% weighting: Measured by dividing Endeavour's Net Profit After Tax attributable to Endeavour's shareholders by the weighted average number of shares on issue. This measure is a key determinant of shareholder value creation. 																
Performance targets	<ol style="list-style-type: none"> Relative TSR (40%): This measure requires entry performance at or above the 50th percentile of the comparator group over the performance period before vesting commences. Maximum performance is reached at the 75th percentile of the comparator group. ROFE (40%): The target is based on achievement of Endeavour's strategic plan and is reflective of Endeavour's continued growth objectives and market conditions. The ROFE entry, target and stretch will be published following the end of the performance period given the commercial sensitivity of this information. EPS (20%): The EPS target and stretch will be published following the end of the performance period given the commercial sensitivity of this information. 																
Vesting schedule	<p>The vesting schedule for each performance measure is:</p> <table border="1"> <thead> <tr> <th></th> <th>Relative TSR</th> <th>ROFE</th> <th>EPS</th> </tr> </thead> <tbody> <tr> <td>Entry</td> <td>20%</td> <td>20%</td> <td>n/a</td> </tr> <tr> <td>Target</td> <td>n/a</td> <td>26.66%</td> <td>10%</td> </tr> <tr> <td>Stretch</td> <td>40%</td> <td>40%</td> <td>20%</td> </tr> </tbody> </table> <p>Each performance measure operates independently and will be tested separately.</p>		Relative TSR	ROFE	EPS	Entry	20%	20%	n/a	Target	n/a	26.66%	10%	Stretch	40%	40%	20%
	Relative TSR	ROFE	EPS														
Entry	20%	20%	n/a														
Target	n/a	26.66%	10%														
Stretch	40%	40%	20%														
Performance period	<p>The performance period is three years, commencing on 1 July 2024 and ending 1 July 2027.</p>																
Malus	<p>Before vesting of the F25 LTI grant, the Board will consider whether any reduction should be made. Endeavour's malus provisions enable the Board to adjust unvested awards (including to reduce them to zero) where appropriate to do so. The Board may determine that any unvested LTI awards will be forfeited in the event of wilful misconduct, dishonesty, a severe breach of the Code of Conduct, where there has been a material misstatement of the performance outcomes that led to the vesting, or where the Board determines in its absolute discretion that the vesting outcome results in an inappropriate benefit. This same approach will apply to all executive KMP participating in the LTI Plan.</p>																

Term	Detail
Discretion	The Board retains broad discretion to adjust the LTI award in cases of unexpected or unforeseen events impacting performance outcomes with regard to non-financial risk, an outcome which would cause significant reputational damage to the Endeavour brand or a broader assessment of performance indicating there should be an adjustment. An exercise of discretion would be disclosed in the relevant year's Remuneration Report.
Allocation of shares on vesting	On vesting, each performance share right will vest and the CEO will be allocated one Endeavour share for each vested performance right. The allocation of shares on vesting is required to be satisfied by acquiring shares on-market or by issuing new shares (if approved by shareholders). However, the Board may, in its discretion, decide to satisfy performance share rights by Endeavour making a cash payment to the CEO of an amount equivalent in value to the number of Endeavour shares to which he would otherwise be entitled on vesting of the performance share rights. If the performance measures are not achieved for some or all of the performance share rights granted, those performance share rights will lapse immediately without re-testing.
Cessation of employment	If the CEO ceases employment with Endeavour before the end of the performance period, the outcome will be dependent upon the reason for cessation. If the CEO ceases employment by reason of resignation or termination for cause, all performance share rights held by the CEO, or on the CEO's behalf, under the LTI Plan will lapse or be forfeited (as the case may be) with effect from the cessation date. If the CEO ceases employment for any other reason, including the mutually agreed Separation (as further described above), all of the CEO's performance share rights will continue to be held by, or on behalf of, the CEO (or by their estate as a representative, as applicable) subject to the LTI Plan and any pro rata reduction of the F25 LTI grant where the End Date is prior to the end of F25. The Board retains a broad discretion to treat the performance share rights differently.
Change of control	If there is an actual change in the control of Endeavour then, unless the Board decides otherwise, all unvested performance share rights will immediately vest or cease to be subject to restrictions (as applicable) on a pro rata basis having regard to the portion of the vesting period that has elapsed. However, the Board retains a broad discretion to determine whether some or all of the unvested performance share rights held by CEO will vest, remain 'on-foot' (i.e. remain subject to the original performance/vesting period and performance conditions) or lapse, having regard to all relevant circumstances.
Additional details required by the ASX Listing Rules	Further information in accordance with ASX Listing Rule 10.15: <ul style="list-style-type: none"> • No Director other than CEO is currently eligible to participate in the LTI Plan. Other senior executives of Endeavour also participate in the LTI Plan; • No Director other than the CEO, has received a grant of any equity securities under the LTI Plan since the last approval given by shareholders under ASX Listing Rule 10.14 at the 2023 AGM; • The CEO has previously been granted a total of 1,608,292 performance share rights under the LTI Plans. No amount is payable by the CEO on the grant or the vesting of the performance shares rights for any of these awards; • No loan will be provided by Endeavour in relation to the grant or exercise of the performance share rights proposed to be provided to the CEO; and • If shareholder approval is obtained, details of the performance share rights granted to the CEO under the F25 LTI Plan will be set out in future Remuneration Reports. <p>Details of any securities issued under the LTI Plan will be published in Endeavour's Annual Report relating to the period in which they were issued, along with a statement that approval for the issue was obtained under ASX Listing Rule 10.14. Other senior executives of Endeavour also participate in the LTI Plan. Any additional persons covered by ASX Listing Rule 10.14 who become entitled to participate in an issue of securities under the LTI Plan after this resolution is approved and who are not named in this Notice of Meeting will not participate until approval is obtained under ASX Listing Rule 10.14.</p>



LODGE YOUR VOTE

-  **ONLINE**
investorcentre.linkmarketservices.com.au
-  **BY MAIL**
Endeavour Group Limited
C/- Link Market Services Limited
Locked Bag A14
Sydney South NSW 1235 Australia
-  **BY FAX**
+61 2 9287 0309
-  **BY HAND**
Link Market Services Limited
Parramatta Square, Level 22, Tower 6
10 Darcy Street, Parramatta NSW 2150; or
Level 12, 680 George Street, Sydney NSW 2000
-  **ALL ENQUIRIES TO**
Telephone: 1300 420 545 Overseas: +61 1300 420 545



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VOTING/PROXY FORM

I/We being a member(s) of Endeavour Group Limited (the **Company**) and entitled to attend and vote hereby:

STEP 1 Please mark either A or B

A VOTE DIRECTLY

elect to lodge my/our vote(s) directly (mark box)

 in relation to the Annual General Meeting of the Company to be held at **10:00am (AEDT) on Wednesday, 13 November 2024**, and at any adjournment or postponement of the Meeting.

You should mark either "For" or "Against" for each Item. Do not mark the "Abstain" box unless you do not want your vote to be counted in computing the required majority.

OR B APPOINT A PROXY

appoint the Chairman of the Meeting (mark box)

OR if you are **NOT** appointing the Chairman of the Meeting as your proxy, please write the name and email of the person or body corporate you are appointing as your proxy

Name

Email

or failing the person or body corporate named, or if no person or body corporate is named, the Chairman of the Meeting, as my/our proxy to act on my/our behalf (including to vote in accordance with the following directions or, if no directions have been given and to the extent permitted by the law, as the proxy sees fit) at the Annual General Meeting of the Company to be held at **10:00am (AEDT) on Wednesday, 13 November 2024** (the **Meeting**) and at any postponement or adjournment of the Meeting.

The Meeting will be conducted as a hybrid event. You can participate by attending in person at the **Magnifique Ballroom, Sofitel Sydney Darling Harbour, 12 Darling Drive, Sydney NSW 2000** or by logging in online at <https://meetings.linkgroup.com/EDV24> (refer to details in the Virtual Meeting Online Guide). The **Notice of Annual General Meeting** can be accessed and downloaded at the Company's website at www.endeavourgroup.com.au/investor-relations/annual-general-meetings.

Important for Items 3 and 4: If the Chairman of the Meeting is your proxy, either by appointment or by default, and you have not indicated your voting intention below, you expressly authorise the Chairman of the Meeting to exercise the proxy as he sees fit in respect of Items 3 and 4, even though the Items are connected directly or indirectly with the remuneration of a member of the Company's Key Management Personnel (**KMP**).

The Chairman of the Meeting intends to vote undirected proxies in favour of all Items. To the extent other Items are considered by the Meeting, the Chairman of the Meeting intends to vote all proxies as he sees fit.

VOTING DIRECTIONS

Proxies will only be valid and accepted by the Company if they are signed and received no later than 48 hours before the Meeting.

Please read the voting instructions overleaf before marking any boxes with a

STEP 2

Items of Business

2a Election of Ari Mervis as a Director

For Against Abstain*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

4 Approval of Long-Term Incentive grant to the Managing Director and CEO

For Against Abstain*


<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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2b Election of Peter Margin as a Director

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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3 Adoption of Remuneration Report

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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 * The Abstain option is for use by shareholders who have appointed a proxy under Box B. If you mark the Abstain box for a particular Item, you are directing your proxy not to vote on your behalf and your votes will not be counted in computing the required majority.

SIGNATURE OF SHAREHOLDERS – THIS MUST BE COMPLETED

Shareholder 1 (Individual)

Joint Shareholder 2 (Individual)

Joint Shareholder 3 (Individual)

Sole Director and Sole Company Secretary

Director/Company Secretary (Delete one)

Director

This form should be signed by the shareholder. If a joint holding, either shareholder may sign. If signed by the shareholder's attorney, the power of attorney must have been previously noted by the registry or a certified copy attached to this form. If executed by a company, the form must be executed in accordance with the company's constitution and the *Corporations Act 2001* (Cth).

STEP 3



HOW TO COMPLETE THIS SHAREHOLDER VOTING/PROXY FORM

YOUR NAME AND ADDRESS

This is your name and address as it appears on the Company's share register. If this information is incorrect, please make the correction on the form. Shareholders sponsored by a broker should advise their broker of any changes. **Please note: you cannot change ownership of your shares using this form.**

VOTING UNDER BOX A - DIRECT VOTING

If you wish to vote directly, cross Box A in Step 1. Please only mark either "For" or "Against" for each Item. Do not mark the "Abstain" box. If you mark the "Abstain" box for an Item or do not mark any box (other than as set out below), your vote for that Item will not be counted in computing the required majority.

If you submit a Voting/Proxy Form but do not mark Box A or Box B on the Voting/Proxy Form and you leave the voting boxes blank for all Items, you will be taken to have appointed the person named in the form as proxy and if no person is named, the Chairman of the Meeting as proxy.

Custodians and nominees may, with the share registry's consent, identify on the Voting/Proxy Form the total number of votes in each of the categories "For" and "Against" and their votes will be valid.

If you have lodged a direct vote on an Item, you are entitled to attend and/or participate in the Meeting. Your attendance and/or participation will not cancel your direct vote unless you instruct the Company or the Company's share registry otherwise. Where you attend the meeting and do not cancel your direct vote, you will not be entitled to vote at the Meeting but may otherwise exercise your rights as a shareholder.

However, if a Voting/Proxy Form contains instructions for both direct voting and appointment of a proxy, you will be taken to have appointed the person named in the Voting/Proxy Form as proxy and if no person is named, the Chairman of the Meeting as proxy. Any direct votes will not be counted.

The Chairman's decision as to whether a direct vote is valid is conclusive.

VOTING UNDER BOX B – APPOINTMENT OF PROXY

If you wish to appoint the Chairman of the Meeting as your proxy, cross Box B in Step 1. If you wish to appoint someone other than the Chairman of the Meeting as your proxy, please write the name and email of that individual or body corporate in Step 1. If you do not provide your proxy's email address for them to receive details to attend the Meeting virtually, your proxy appointment will revert to the Chairman of the Meeting. If your proxy does not attend the Meeting (or attends the Meeting but does not vote) the Chairman of the Meeting is appointed your proxy. A proxy need not be a shareholder of the Company.

If you submit a Voting/Proxy Form but do not mark Box A or Box B on the Voting/Proxy Form and you leave the voting boxes blank for all Items, you will be taken to have appointed the person named in the form as proxy and if no person is named, the Chairman of the Meeting as proxy.

DEFAULT TO CHAIRMAN OF THE MEETING

Any directed proxies that are not voted on a poll at the Meeting will default to the Chairman of the Meeting, who is required to vote those proxies as directed. Any undirected proxies that default to the Chairman of the Meeting will be voted according to the instructions set out in this Voting/Proxy Form, including where the Items are connected directly or indirectly with the remuneration of KMP.

VOTES ON ITEMS OF BUSINESS – PROXY APPOINTMENT

You may direct your proxy how to vote by placing a cross in one of the boxes opposite each Item of Business. All your shares will be voted in accordance with such a direction unless you indicate only a portion of voting rights are to be voted on any Item by inserting the percentage or number of shares you wish to vote in the appropriate box or boxes. If you do not mark any of the boxes on the Items of Business, your proxy may vote as they choose. If you cross more than one box on an Item your vote on that Item will be invalid.

APPOINTMENT OF A SECOND PROXY

You are entitled to appoint up to two persons as proxies to attend the Meeting and vote on a poll. If you wish to appoint a second proxy, an additional Voting/Proxy Form may be obtained by telephoning the Company's share registry or you may copy this form and return them both together.

To appoint a second proxy you must:

- on each of the first Voting/Proxy Form and the second Voting/Proxy Form state the percentage of your voting rights or number of shares applicable to that form. If the appointments do not specify the percentage or number of votes that each proxy may exercise, each proxy may exercise half your votes. Fractions of votes will be disregarded; and
- return both forms together.

SIGNING INSTRUCTIONS

You must sign this form as follows in the spaces provided:

Individual: where the holding is in one name, the holder must sign.

Joint Holding: where the holding is in more than one name, either shareholder may sign.

Power of Attorney: to sign under Power of Attorney, you must lodge the Power of Attorney with the share registry. If you have not previously lodged this document for notation, please attach a certified photocopy of the Power of Attorney to this form when you return it.

Companies: where the company has a Sole Director who is also the Sole Company Secretary, this form must be signed by that person. If the company (pursuant to section 204A of the *Corporations Act 2001*) does not have a Company Secretary, a Sole Director can sign alone. Otherwise this form must be signed by a Director jointly with either another Director or a Company Secretary. Please indicate the office held by signing in the appropriate place.

CORPORATE REPRESENTATIVES

If a representative of the corporation is to attend the Meeting virtually the appropriate "Certificate of Appointment of Corporate Representative" must be received at registrars@linkmarketservices.com.au prior to admission in accordance with the Notice of Annual General Meeting. A form of the certificate may be obtained from the Company's share registry or online at www.linkmarketservices.com.au.

LODGEMENT OF A VOTING/PROXY FORM

This Voting/Proxy Form (and any Power of Attorney under which it is signed) must be received at an address given below by **10:00am (AEDT) on Monday, 11 November 2024**, being not later than 48 hours before the commencement of the Meeting. Any Voting/Proxy Form received after that time will not be valid for the scheduled Meeting.

Voting/Proxy Forms may be lodged using the reply paid envelope or:



ONLINE

investorcentre.linkmarketservices.com.au

Login to the Link website using the holding details as shown on the Voting/Proxy Form. Select 'Voting' and follow the prompts to lodge your vote. To use the online lodgement facility, shareholders will need their "Holder Identifier" - Securityholder Reference Number (SRN) or Holder Identification Number (HIN).



BY MOBILE DEVICE

Our voting website is designed specifically for voting online. You can now lodge your vote by scanning the QR code adjacent or enter the voting link investorcentre.linkmarketservices.com.au into your mobile device. Log in using the Holder Identifier and postcode for your shareholding.

QR Code



To scan the code you will need a QR code reader application which can be downloaded for free on your mobile device.



BY MAIL

Endeavour Group Limited
C/- Link Market Services Limited
Locked Bag A14
Sydney South NSW 1235
Australia



BY FAX

+61 2 9287 0309



BY HAND

delivering it to Link Market Services Limited*
Parramatta Square
Level 22, Tower 6
10 Darcy Street
Parramatta NSW 2150

or
Level 12
680 George Street
Sydney NSW 2000

*during business hours Monday to Friday (9:00am - 5:00pm)

IMPORTANT INFORMATION

Link Group is now known as MUFG Pension & Market Services. Over the coming months, Link Market Services will progressively rebrand to its new name MUFG Corporate Markets, a division of MUFG Pension & Market Services.

LODGE YOUR QUESTIONS

ONLINE
investorcentre.linkmarketservices.com.au

BY MAIL
Endeavour Group Limited
C/- Link Market Services Limited
Locked Bag A14
Sydney South NSW 1235 Australia

BY FAX
+61 2 9287 0309

BY HAND
Link Market Services Limited
Parramatta Square, Level 22, Tower 6,
10 Darcy Street, Parramatta NSW 2150; or
Level 12, 680 George Street, Sydney NSW 2000

ALL ENQUIRIES TO
Telephone: 1300 420 545 Overseas: +61 1300 420 545



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Please use this form to submit any questions about Endeavour Group Limited (the **Company**) that you would like us to respond to at the Company's 2024 Annual General Meeting (**Meeting**). Your questions should relate to matters that are relevant to the business of the Meeting, as outlined in the accompanying Notice of Meeting and Explanatory Notes. If your question is for the Company's auditor it should be relevant to the content of the auditor's report or the conduct of the audit of the financial report.

This form must be received by the Company's share registry, Link Market Services Limited, by **10:00am (AEDT) on Wednesday, 6 November 2024**.

Questions will be collated. During the course of the Annual General Meeting, the Chairman of the Meeting will endeavour to address as many of the more frequently raised shareholder topics as possible and, where appropriate, will give a representative of the Company's auditor the opportunity to answer written questions submitted to the auditor. However, there may not be sufficient time available at the Meeting to address all topics raised. Please note that individual responses will not be sent to shareholders.

My question relates to (please mark the most appropriate box)

- | | | |
|---|--|---|
| <input type="checkbox"/> Performance or financial reports | <input type="checkbox"/> A resolution being put to the AGM | <input type="checkbox"/> General suggestion |
| <input type="checkbox"/> Remuneration Report | <input type="checkbox"/> Sustainability/Environment | <input type="checkbox"/> Other |
| <input type="checkbox"/> My question is for the auditor | <input type="checkbox"/> Future direction | |

- | | | |
|---|--|---|
| <input type="checkbox"/> Performance or financial reports | <input type="checkbox"/> A resolution being put to the AGM | <input type="checkbox"/> General suggestion |
| <input type="checkbox"/> Remuneration Report | <input type="checkbox"/> Sustainability/Environment | <input type="checkbox"/> Other |
| <input type="checkbox"/> My question is for the auditor | <input type="checkbox"/> Future direction | |
