

Disclosure of ceasing to have substantial holding

Section 279, Financial Markets Conduct Act 2013

To NZX Limited
and
To KMD Brands Limited

Date this disclosure made: 13 April 2026

Date last disclosure made: 24 April 2020

Date on which substantial holding ceased: 13 April 2026

Substantial product holder(s) giving disclosure

Full name(s): Briscoe Group Limited

Summary of previous substantial holding

Class of quoted voting products: Ordinary Shares (KMD)

Summary for Briscoe Group Limited

For **last** disclosure,—

(a) total number held in class: 48,007,465

(b) total in class: 709,001,384

(c) total percentage held in class: 6.771%

For current holding **after** ceasing to have substantial holding,—

(a) total number held in class: 48,007,465

(b) total in class: 1,447,582,133

(c) total percentage held in class: 3.316%

Details of transactions and events giving rise to ceasing of substantial holding

Details of the transactions or other events requiring disclosure:

Briscoe Group Limited's holding in KMD Brands Limited fell below 5% as a result of the allotment of further shares in KMD Brands Limited at completion of a capital raising undertaken by KMD Brands Limited. As Briscoe Group Limited did not participate in that capital raising, Briscoe Group Limited's percentage holding was diluted.

No disposal of shares by Briscoe Group Limited occurred in connection with this event.

Additional information

Address(es) of substantial product holder(s):

1 Taylors Road
Morningside
Auckland 1025
New Zealand

Contact details:
Geoff Scowcroft
Chief Financial Officer
+64 275 633167
geoff.scowcroft@briscoegroup.co.nz

Name of any other person believed to have given, or believed to be required to give, a disclosure under the Financial Markets Conduct Act 2013 in relation to the financial products to which this disclosure relates:
Not applicable

Certification

I, Geoffrey Peter Scowcroft, certify that, to the best of my knowledge and belief, the information contained in this disclosure is correct and that I am duly authorised to make this disclosure by all persons for whom it is made.