

KMD BRANDS LIMITED
ASX / NZX

17 April 2026

KMD Brands Limited – Ongoing Disclosure Notice: Zion Armstrong

Please see attached Ongoing Disclosure Notice for Zion Armstrong of KMD Brands Limited (“KMD”).

KMD notes that this Ongoing Disclosure Notice relates to shares allotted to Zion under the placement. As noted in the offer document released on 31 March 2026, all Directors of KMD who are shareholders have indicated they will participate pro rata in the offer. Philip Bowman and David Kirk have also confirmed that they will apply for at least twice the level of their pro rata entitlement in the AREO.

Additional Ongoing Disclosure Notices are therefore expected to be released for the other Directors of KMD who are shareholders following the allotment of shares under the retail entitlement offer on 28 April 2026.

ENDS

For media and investor enquiries, please contact enquiries@kmdbrands.com

or

Frances Blundell, Chief Legal & ESG Officer and Company Secretary
companysecretary@kmdbrands.com

KMD
BRANDS

KMD BRANDS LIMITED W kmdbrands.com





Ongoing Disclosure Notice

Disclosure of Directors and Senior Managers Relevant Interests

Sections 297(2) and 298(2), Financial Markets Conduct Act 2013

To NZX Limited; and	
Name of listed issuer:	KMD Brands Limited
Date this disclosure made:	17/04/2026
Date of last disclosure:	29/09/2025

Director or senior manager giving disclosure

Full name(s):	Zion Armstrong
Name of listed issuer:	KMD Brands Limited
Name of related body corporate (if applicable):	N/A
Position held in listed issuer:	Non-executive Director

Summary of acquisition or disposal of relevant interest (excluding specified derivatives)

Class of affected quoted financial products:	Ordinary Shares in KMD Brands Limited (NZX/ASX security code KMD)
Nature of the affected relevant interest(s):	Beneficial owner

For that relevant interest-

Number held in class before acquisition or disposal:	119,157.42
Number held in class after acquisition or disposal:	618,324.09
Current registered holder(s):	Sharesies Nominee Limited as custodian for Zion Armstrong
Registered holder(s) once transfers are registered:	N/A

Summary of acquisition or disposal of specified derivatives relevant interest (if applicable)

Type of affected derivative:	
Class of underlying financial products:	

Details of affected derivative-

The notional value of the derivative (if any) or the notional amount of underlying financial products (if any):	
A statement as to whether the derivative is cash settled or physically settled:	
Maturity date of the derivative (if any):	
Expiry date of the derivative(if any):	
The price specified in the terms of the derivative (if any):	
Any other details needed to understand how the amount of the consideration payable under the derivative or the value of the derivative is affected by the value of the underlying financial products:	


For that derivative,-

Parties to the derivative:	
If the director or senior manager is not a party to the derivative, the nature of the relevant interest in the derivative:	

Details of transactions giving rise to acquisition or disposal

Total number of transactions to which notice relates:	1
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Details of transactions requiring disclosure-

Date of transaction:	13/04/2026
Nature of transaction:	Acquisition of shares through the placement component of the KMD Brands Limited pro rata accelerated entitlement offer announced on 31 March 2026
Name of any other party or parties to the transaction (if known):	KMD Brands Limited
The consideration, expressed in New Zealand dollars, paid or received for the acquisition or disposal. If the consideration was not in cash and cannot be readily converted into a cash value, describe the consideration:	Total of NZD\$29,950 at a price of NZD\$0.06 per share
Number of financial products to which the transaction related: <i>If the issuer has a financial products trading policy that prohibits directors or senior managers from trading during any period without written clearance (a closed period) include the following details—</i>	499,166.67
Whether relevant interests were acquired or disposed of during a closed period:	No
Whether prior written clearance was provided to allow the acquisition or disposal to proceed during the closed period:	N/A
Date of the prior written clearance (if any):	N/A
Summary of other relevant interests after acquisition or disposal:	
Class of quoted financial products:	
Nature of relevant interest:	
<i>For that relevant interest,-</i>	
Number held in class:	
Current registered holder(s):	
<i>For a derivative relevant interest,-</i>	
Type of derivative:	
Details of derivative.-	
The notional value of the derivative (if any) or the notional amount of underlying financial products (if any):	
A statement as to whether the derivative is cash settled or physically settled:	
Maturity date of the derivative (if any):	
Expiry date of the derivative (if any):	
The price's specified terms (if any):	
Any other details needed to understand how the amount of the consideration payable under the derivative or the value of the derivative is affected by the value of the underlying financial products:	
<i>For that derivative relevant interest,-</i>	
Parties to the derivative:	
If the director or senior manager is not a party to the derivative, the nature of the relevant interest in the derivative:	
Certification	
I, 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.	
Signature of director or officer:	
Date of signature:	
or	
Signature of person authorised to sign on behalf of director or officer:	
Date of signature:	17/04/2026
Name and title of authorised person:	Frances Blundell Company Secretary