

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: | Being Al Limited (BAI) |
| Date this disclosure made: | 05/12/2025 |
| Date of last disclosure: | N/A |
| Director or senior manager giving disclosure | |
| Full name(s): | Michael Peter Stiassny |
| Name of listed issuer: | Being Al Limited (BAI) |
| Name of related body corporate (if applicable): | N/A |
| Position held in listed issuer: | Director |
| Summary of acquisition or disposal of relevant interest (excluding spec | |
| Class of affected quoted financial products: | Ordinary shares in BAI |
| Nature of the affected relevant interest(s): | Registered holder and beneficial owner of ordinary shares |
| For that relevant interest- | |
| Number held in class before acquisition or disposal: | 0 |
| Number held in class after acquisition or disposal: | 8,756,048 |
| Current registered holder(s): | 2061 LP |
| Registered holder(s) once transfers are registered: | Michael Peter Stiassny |
| Details of transactions giving rise to acquisition or disposal | |
| Total number of transactions to which notice relates: | 1 |
| Details of transactions requiring disclosure- | |
| Date of transaction: | 05/12/2025 |
| | 1 1 |
| Nature of transaction: | Sale and purchase of ordinary shares in Being Al Limited, sold by 2061 LP and acquired by Michael Peter Stiassny. |

| The consideration, expressed in New Zealand dollars, paid or received for the | \$1.00. As part of the consideration, the purchaser (being Michael Peter Stiassny) has also agreed to pay escalation payments to 2061 LP in the following circumstances: fithe purchaser (or any related party of the purchaser) sells or transfers any of the BAI shares acquired by the purchaser from 2061 LP to a third party before 5 December 2027 at a sale price of more than \$0.0683 per BAI share (being the 5 business day VWAP for BAI shares ending on 3 December 2025), the purchaser must pay 2061 LP a payment equal to 5% of the amount by which the sale price exceeds \$0.0683 per BAI share multiplied by the number of BAI shares sold or transferred to the third party. fithe purchaser ceases to be both a director of BAI and a shareholder (either directly or via a related party) of BAI on or before 5 December 2026, the purchaser must pay 2061 LP a payment equal to \$0.0683 per BAI share multiplied by the number of BAI shares sold by 2061 LP to the purchaser ceases to be both a director of BAI and a shareholder (either directly or via a related party) of BAI of the purchaser ceases to be both a director of BAI and a shareholder (either directly or via a related party) of BAI after 5 December 2026 and before 5 December 2027, the purchaser must pay 2061 LP a payment equal to \$0.03415 per BAI share (calculated as being 50% of the 5 business day VWAP for BAI shares ending on 3 December 2025) multiplied by the number of BAI shares sold by 2061 LP to the purchaser on 5 December 2025. |
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| acquisition or disposal. If the consideration was not in cash and cannot be readily by converted into a cash value, describe the consideration: | |
| Number of financial products to which the transaction related: | 8,756,048 |
| 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— | |
| Whether relevant interests were acquired or disposed of during a closed period: | N/A |
| Whether prior written clearance was provided to allow the acquisition or disposal to | N/A |
| proceed during the closed period: | |
| Date of the prior written clearance (if any): | N/A |
| Summary of other relevant interests after acquisition or disposal: | |
| Class of quoted financial products: | N/A |
| Nature of relevant interest: | N/A |
| For that relevant interest,- | |
| Number held in class: | N/A |
| Current registered holder(s): | N/A |
| For a derivative relevant interest,- | · · |
| Type of derivative: | N/A |
| 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: | Michael Peter Stiassny |
| Date of signature: | 05/12/2025 |
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