

Disclosure of movement of 1% or more in substantial holding  
or change in nature of relevant interest, or both

*Sections 277 and 278, Financial Markets Conduct Act 2013*

|                                 |   |
|---------------------------------|---|
| <b>To</b>                       | NZX Limited   |
| and                             |   |
| <b>To</b>                       | KMD Brands Limited (KMD)                                    |
| Relevant event being disclosed: | Disclosure of movement of 1% or more in substantial holding |
| Date of relevant event:         | 13 April 2026   |
| Date this disclosure made:      | 13 April 2026   |
| Date last disclosure made:      | 09 April 2026   |

**Substantial product holder(s) giving disclosure**

|               |  |
|---------------|--|
| Full name(s): | FirstCape Group Limited<br>&<br>Harbour Asset Management Limited |
|---------------|--|

**Summary of substantial holding:**

|                                  |  |               |
|----------------------------------|--|---------------|
| Class of quoted voting products: | Ordinary Shares ( <b>Shares</b> )            |               |
| Summary for:                     | FirstCape Group Limited ( <b>FirstCape</b> ) |               |
| For <b>this</b> disclosure -     | (a) total number held in class:              | 154,044,931   |
|                                  | (b) total in class:                          | 1,447,582,133 |
|                                  | (c) total percentage held in class:          | 10.642%       |
| For <b>last</b> disclosure -     | (a) total number held in class:              | 63,730,604    |
|                                  | (b) total in class:                          | 711,667,484   |
|                                  | (c) total percentage held in class:          | 8.955%        |

|                                  |                                     |  |
|----------------------------------|-------------------------------------|--|
| Class of quoted voting products: |                                     | Ordinary Shares ( <b>Shares</b> )                      |
| Summary for:                     |                                     | Harbour Asset Management Limited<br>( <b>Harbour</b> ) |
| For <b>this</b><br>disclosure -  | (a) total number held in class:     | 152,114,427  |
|                                  | (b) total in class:                 | 1,447,582,133  |
|                                  | (c) total percentage held in class: | 10.508%  |
| For <b>last</b><br>disclosure -  | (a) total number held in class:     | 61,800,100   |
|                                  | (b) total in class:                 | 711,667,484  |
|                                  | (c) total percentage held in class: | 8.684%   |

### Details of transactions and events giving rise to relevant event:

The transactions/events giving rise to this disclosure obligation are on-market buy and sell trades and off-market acquisition pursuant to Placement by FirstCape Group Limited and Harbour Asset Management Limited since the previous disclosures on 09 April 2026 as summarised in the table below.

| Details for:  | Harbour Asset Management Limited   | BNZ Investment Services Limited  | JBWere (NZ) Limited  |
|---|--|--|--|
| Nature of relevant interest(s):                                   | Relevant interest in Shares that FirstCape wholly-owned subsidiary Harbour Asset Management Limited ( <b>Harbour</b> ) has a relevant interest in. Harbour has the power to exercise (or control the exercise of) rights to vote attached to, and power to acquire or dispose of (or control the acquisition or disposal of), Shares under investment powers contained in trust deeds or investment management agreements with clients, including BNZ Investments Limited (see right). FirstCape has those powers and controls indirectly, as the ultimate owner of Harbour. | Relevant interest in Shares that its wholly-owned subsidiary BNZ Investment Services Limited ( <b>BNZIL</b> ) has a relevant interest in. BNZIL has a beneficial ownership interest in these shares, which are managed by Harbour under an investment management agreement, so are also included in Harbour's interest referred to the left. | Relevant interest in Shares that its wholly-owned subsidiary JBWere (NZ) Limited has a relevant interest in. JBWere (NZ) Limited has the power to exercise (or control the exercise of) rights to vote attached to, and power to acquire or dispose of (or control the acquisition or disposal of), Shares under the terms of investment management agreements with clients (who are the beneficial owners of the Shares). FirstCape has those powers and controls indirectly, as the ultimate owner of JBWere (NZ) Limited. |
| On-market purchases – Number of Shares                            | N/A  | N/A  | N/A  |
| On-market purchases – Gross Consideration                         | N/A  | N/A  | N/A  |
| On-market sales – Number of Shares                                | 2,813,214  | N/A  | N/A  |
| On-market sales – Gross Consideration                             | \$202,736.99   | N/A  | N/A  |
| Off-market acquisition pursuant to Placement- Number of Shares    | 93,127,541   | 34,902,341   | N/A  |
| Off-market acquisition pursuant to Placement- Gross Consideration | \$5,587,652.46   | 2,094,140.46   | N/A  |

**Details after relevant event:**

|  |   |   |  |
|--|---|---|--|
| Details for:   | Harbour   | BNZIL   | JBWere (NZ) Limited  |
| Number held in class after the relevant event:                       | 152,114,427   | 57,681,512  | 1,930,504  |
| Percentage held in class:  | 10.508%   | 3.985%  | 0.133%   |
| Current registered holder of financial products:                     | For on market purchases: Unknown<br>For on market sales: Various nominees or custodians for and on behalf of Harbour Asset Management Limited | For on market purchases: Unknown<br>For on market sales: Various nominees or custodians for and on behalf of Harbour Asset Management Limited | For on-market purchases: Unknown<br>For on-market sales: JBWere (NZ) Nominees Limited & FNZ Custodians Limited |
| Registered holder of financial products once transfer is registered: | For on market purchases: Various nominees or custodians for and on behalf of Harbour Asset Management Limited<br>For on market sales: Unknown | For on market purchases: Various nominees or custodians for and on behalf of Harbour Asset Management Limited<br>For on market sales: Unknown | For on-market purchases: JBWere (NZ) Nominees Limited & FNZ Custodians Limited<br>For on-market sales: Unknown |

**Additional information:**

|   |   |
|---|---|
| Address(es) of substantial product holder(s): | Level 21, 171 Featherston Street, Wellington                    |
| Contact details:                              | Conor Moynihan<br>M +04 474 4400<br>Conor.Moynihan@jbwere.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: None.

**Certification:**

I, Conor Moynihan, 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.