



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:
Date this disclosure made:
Date of last disclosure:

KMD Brands Limited
5 May 2026
13 October 2025

Director or senior manager giving disclosure

Full name(s):
Name of listed issuer:
Name of related body corporate (if applicable):
Position held in listed issuer:

David Kirk
KMD Brands Limited
N/A
Non-executive Director

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

Class of affected quoted financial products:
Nature of the affected relevant interest(s):

Ordinary Shares in KMD Brands Limited (NZX/ASX security code KMD)	Ordinary Shares in KMD Brands Limited (NZX/ASX security code KMD)	Ordinary Shares in KMD Brands Limited (NZX/ASX security code KMD)
20% or more interest in Kirk Family Holdings Pty Ltd, resulting in Mr Kirk being deemed to have the same relevant interest in the shares as Kirk Family Holdings Pty Ltd	20% or more interest in BT Portfolio Services Limited, resulting in Mr Kirk being deemed to have the same relevant interest in the shares as BT Portfolio Services Limited	Registered holder and beneficial owner

For that relevant interest-

Number held in class before acquisition or disposal:
Number held in class after acquisition or disposal:
Current registered holder(s):
Registered holder(s) once transfers are registered:

950,000	750,000	300,000
14,701,965	1,914,383	1,121,918
Kirk Family Holdings Pty Limited as trustee for Kirk Family Trust	BT Portfolio Services Limited as trustee for The Kirk Family Superannuation Fund	David Edward Kirk
N/A	N/A	N/A

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

Type of affected derivative:
Class of underlying financial products:

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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:

2	1	1
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Details of transactions requiring disclosure-

Date of transaction:
Nature of transaction:
Name of any other party or parties to the transaction (if known):
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:
Number of financial products to which the transaction related:
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:
Whether prior written clearance was provided to allow the acquisition or disposal to proceed during the closed period:
Date of the prior written clearance (if any):

28 April 2026	28 April 2026	28 April 2026
Subscription for shares through the retail component of the KMD Brands Limited pro rata accelerated entitlement offer announced on 31 March 2026	Subscription for shares through the retail component of the KMD Brands Limited pro rata accelerated entitlement offer announced on 31 March 2026	Subscription for shares through the retail component of the KMD Brands Limited pro rata accelerated entitlement offer announced on 31 March 2026
KMD Brands Limited	KMD Brands Limited	KMD Brands Limited
Total of NZD\$827,304 being 11,149,225 shares in NZD\$0.06 per security and 2,602,740 shares in AUD at NZD\$0.06084 per security, being the AUD consideration paid for each security converted to NZD as at 28 April 2026	Total of NZD\$70,841 being NZD\$0.06084 per security, being the AUD consideration paid for each security converted to NZD as at 28 April 2026	Total of NZD\$50,005 being NZD\$0.06084 per security, being the AUD consideration paid for each security converted to NZD as at 28 April 2026
13,751,965	1,164,383	821,918
No	No	No
N/A	N/A	N/A
N/A	N/A	N/A

Summary of other relevant interests after acquisition or disposal:

Class of quoted financial products:
Nature of relevant interest:
For that relevant interest,-
Number held in class:
Current registered holder(s):
For a derivative relevant interest,-
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
For that derivative relevant interest, -
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:
Name and title of authorised person:

<i>F Blundell</i>
5 May 2026
Frances Blundell Company Secretary