



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
22/12/2023
28/10/2021

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:

Michael Philip Daly
KMD Brands Limited
N/A
Managing Director and Group Chief Executive Officer

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)
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:

406,720
593,819
Stringydale Pty Ltd
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

Details of transactions requiring disclosure-

Date of transaction:	14/12/2023
Nature of transaction:	Ordinary shares issued on a one-for-one conversion of Performance Rights granted under the KMD Brands Limited Long Term Incentive Plan for employees on 22 December 2020
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:	Nil consideration for issue of Ordinary Shares
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>	187,099
Whether relevant interests were acquired or disposed of during a closed period:	Yes
Whether prior written clearance was provided to allow the acquisition or disposal to proceed during the closed period:	KMD Brands Limited has a Securities Trading Policy that requires Senior Executives to seek prior written clearance from the Chairperson of KMD Brands Limited for trading by them or trusts, companies and other entities controlled by them. The issue of Ordinary Shares pursuant to the KMD Brands Limited Long Term Incentive Plan was approved by Board Resolution.
Date of the prior written clearance (if any):	13/12/2023

Summary of other relevant interests after acquisition or disposal:

Class of quoted financial products:	Ordinary Shares in KMD Brands Limited (NZX/ASX security code KMD)
Nature of relevant interest:	Beneficial owner
<i>For that relevant interest,-</i>	
Number held in class:	66,666
Current registered holder(s):	Stringydale Pty Limited as Trustee of the Daly Family Super Fund
<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:

Name and title of authorised person:

22/12/2023
Frances Blundell Company Secretary