

IVE Group Limited (ACN 606 252 644) (the **Company**)

Adopted by the Board on 30 October 2024

Communication Strategy

The Company aims to ensure that shareholders are kept informed of all major developments affecting the state of affairs of the Company. Additionally, the Company recognises that potential investors and other interested stakeholders may wish to obtain information about the Company from time to time.

To achieve this, the Company communicates information regularly to shareholders and other stakeholders through a range of forums and publications.

One of the Company's key communication tools is its website located at www.ivegroup.com.au. The Company aims to keep its website up-to-date.

In addition to the material specifically referred to below, the website includes details of the following:

- the Company's constitution;
- the Company's Board and Board Committee charters;
- the Company's core corporate governance policies;
- press releases and announcements made by the Company; and
- financial information about the Company.

The website also contains a facility for shareholders to direct inquiries to the Company. If shareholders wish to elect to receive communications from the Company via email (or to elect to discontinue receiving email communications from the Company), they may contact the Company's share registry, the details of which are included under the 'Investor – Contacts' section of the Company's website.

Investors, including retail, institutional, buy and sell side analysts, proxy advisors and financial media are encouraged to contact the Company's Investor Relations department directly, the details of which are included under the 'Investor – Contacts' section of the Company's website. Information gathered from these meetings with investors, including significant comments or concerns raised, will be raised with senior executives and the Board.

Measures for communicating the following important aspects of the Company's affairs include:

- **Notice of meeting:** The Company places the full text of all notices of meetings and explanatory material on its website. The Company encourages shareholders to provide email addresses so that notices of meeting and explanatory material can be sent to shareholders via email.
- **Annual General Meeting (AGM):** The Company encourages full participation of shareholders at its AGM each year. For those shareholders who are unable to attend in person, the Company provides the Chairman's and the Managing Director's speeches on its website. Shareholders are encouraged to lodge direct votes or proxies electronically, subject to the adoption of satisfactory authentication procedures. The Company will consider the appropriateness of the use of technology to facilitate the participation of security holders at its AGM,



where its register is large or geographically diverse. Voting shall be conducted by a poll, rather than a show of hands, on all substantive resolutions and resolutions seeking approval under the ASX Listing Rules. The company's external auditor will attend the AGM and be available to answer shareholder questions about the conduct of the audit and the preparation and content of the auditor's report. The external auditor will also be allowed a reasonable opportunity to answer written questions submitted by shareholders to the auditor as permitted under the Corporations Act 2001 (Cth).

- **Annual Report:** The Company's annual reports are made available on its website and contains important information about the Company's activities and results for the previous financial year. Shareholders can elect to receive the Company's annual report or concise report as an electronic copy or in hard copy through the mail.
- **Announcements lodged with the Australian Securities Exchange (ASX):** All ASX announcements made to the market, including annual and half year financial results, are posted on the Company's website as soon as they have been released by ASX. The Company will ensure that the Board receives copies of all material ASX announcements promptly after they have been made.
- **Presentations:** Copies of all investor presentations and media briefings are posted on the Company's website, and where appropriate, the Company uses webcasting or teleconferencing of these presentations and briefings. When the Company prepares an investor or analyst presentation that contains new and substantive information, it will first release a copy of the presentation to the ASX ahead of the presentation being given. This includes presentations given at AGM's, investor days and broker conferences (if applicable).
- **Other information:** The Company provides an online email inquiry service to assist shareholders with any queries. Information is also proposed to be communicated to shareholders via periodic mail outs, or by email to shareholders who have provided their email address.