



Shareholder Communications Policy

Purpose

Jumbo Interactive Limited (**the Company**) has implemented a shareholder communications strategy to:

- ensure direct, open, effective and timely communication with all shareholders;
- provide shareholders with ready access to balanced and understandable information about the Company and corporate proposals; and
- make it easy for shareholders to participate in general meetings.

Jumbo's Core Values are the guiding principles that underpin our vision, culture and overall philosophy. Essentially, our Core Values help to define our ways of working, what we care about, what we promise our employees, and how we set our priorities. Our Core Values are that we:

- are open and respectful;
- are adaptable;
- take ownership;
- create possibilities; and
- exist for our customers.

Our Core Values that **We are open and respectful** and **we take ownership** includes that we believe in honest and transparent communication and that information that influences the decisions of the business is important to our shareholders and as such, should be made available in an easy and convenient manner.

The Company's aim is to ensure that all shareholders have access to all relevant information. At a minimum, the Company will ensure that in order to facilitate and encourage participation at meetings, shareholders will receive, or be able to access, regular communications from the Company, including:

- the annual report; and
- an invitation to the annual general meeting and all accompanying paperwork.

1. Scope

The Company's Shareholder Communications Policy covers how the Company:

- provides information to its shareholders;
- promotes communication with shareholders through its investor relations program;
- encourages participation at its meetings of shareholders; and
- allows shareholders to receive from, and send communications to, the Company.



2. Communication Methods

The Company regularly communicates information to shareholders through a range of forums, publications and on-line. These include:

- the Company's website;
- shareholder meetings;
- broker and investor presentations; and
- domestic and international investor roadshows.

Online Materials

The Company's website includes information about:

- the Company's Corporate Governance Statement, supporting charters and policies and the Company constitution;
- the Company's Core Values;
- the directors and senior leaders of the Company;
- the Company's strategy and commitment to sustainability;
- ASX announcements and press releases issued by the Company;
- annual and financial reports, notices of general meetings and associated explanatory documents;
- all presentation material given in conjunction with the annual general meeting and investor and analyst briefings, including audio and video webcasts where practicable; and
- additional material relevant to shareholders posted periodically.

3. Innovation

The Company recognises that:

- the information needs of shareholders, investors and other stakeholders are becoming increasingly sophisticated;
- information needs to be conveyed with ever increasing speed; and
- different types of investors and shareholders have different degrees of access to technology.

Our commitment to sustainable business practices involves offering shareholders the option to elect to receive any or all of the following categories of information electronically: Company Reporting, Notices of Meetings/Proxies, Payment Advice and Company Information. If a shareholder has not opted in to receive electronic communications, the Company issues notices of the Annual General Meeting and a copy of the financial statements to the shareholder's mailing address on record.

The Company encourages active participation by its shareholders at general meetings, including by allowing shareholders to attend virtually through the use of video and audio conferencing facilities. For shareholders who are unable to attend and vote at general meetings, the Company encourages shareholders to vote electronically in accordance with directions included in the relevant notice of meeting. Shareholders



who are unable to attend the annual general meeting of the Company will also have the opportunity to ask questions about, and make comments on, the management of the Company ahead of the meeting. Further, all annual general meetings and investor updates are recorded and made available to shareholders after the event, including transcripts of those events where available.

4. Investor Relations Program

The Company has an investor relations program that facilitates effective two-way communication with investors, which includes an investor relations section on its website to assist with shareholder communication.

The Company's investor relations extend to briefing stockbrokers, analysts and institutional investors from time to time to assist their understanding of the Company and its operations as well as to provide explanatory background and technical information. The Company also engages with retail investors and the organisations that represent them, to understand the matters of concern or interest to those investors. Where significant comments or concerns are raised by investors or their representatives, they will be conveyed to the Directors and relevant senior executives of the Company.

The Company's policy for conducting these briefings is not to disclose any information which is, or potentially is, material price sensitive information, that has not been announced to the ASX and the market generally. No briefings should be held during pre-results periods (i.e., Blackout periods, as defined in the Company's Continuous Disclosure Policy) unless approved by the CEO.

Any prepared presentation to be given to analysts and investors will be released through the ASX and made available on the Company's website before the start of a briefing session.

All Directors of the Company and any employees who have dealings with investors, analysts, journalists or other interested outside parties are required to read and to understand their obligations under the continuous disclosure regime (as set out in the ASX Listing Rules and the *Corporations Act 2001* (Cth)) and the Company's Continuous Disclosure Policy.

5. Review

This Policy will be periodically reviewed to check that it is operating effectively and whether any changes are required.

Revision and authorisation

Approval date	Replaces version dated	Senior Leadership Group sponsor	Approved by	Next review date
24/04/2024	26/04/2023	Head of Investor Relations	Board	24/04/2025