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Form 604

Corporations Law

Section 671B

Notice of change of interests of substantial holder

To Company Name/Scheme: Experience Co Limited

ACN/ARSN: 167 320 470

1. Details of substantial holder (1)

Name: Richmond Hill Capital Pty Ltd ("Richmond Hill Capital") and its associates listed in Annexure A

ABN (if applicable): 95 642 505 584

There was a change in the interests of the substantial holder on: 22/11/2021

The previous notice was given to the company on: 08/01/2021

The previous notice was dated: 08/01/2021

2. Previous and present voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities (4)	Previous notice		Present notice	
	Person's votes	Voting power (5)	Person's votes	Voting power (5)
Fully Paid Ordinary Shares ("FPO")	31,931,090	5.74%	48,981,974	6.75%

3. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (6)	Consideration given in relation to change (7)	Class and number of securities affected	Person's votes affected
08/01/2021 to 23/11/2021	Refer to Annexure A	On market trades and capital raising participation	$6,119,969.35	17,050,884 FPO	17,050,884

4. Present relevant interests

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Nature of relevant interest (6)	Class and number of securities	Person's votes
Refer to Annexure A	Refer to Annexure A	Refer to Annexure A	Power to vote	48,981,974 FPO	Refer to Annexure A

5. Changes in association

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (9) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
N/A	

6. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Refer to Annexure A	Refer to Annexure A

Signature

Print Name Edmon Odza **Capacity** Director

Sign Here **Date** 23 / 11 / 2021

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23 November 2021

Annexure A

This is page 1 of 1 of Annexure A referred to in Form 604 **"Notice of change of interests of substantial holder"**

Change in relevant interests

Date of change	Holder of relevant interest	Consideration given in relation to change	Class and number of securities	Person's votes affected
08/01/2021 to 23/11/2021	Richmond Hill Capital Pty Ltd ACN 642 505 584	$6,119,969.35	17,050,884 FPO	17,050,884

Present relevant interests

Holder of relevant interest	Registered holder of securities	Nature of relevant interest	Class and number of securities
Richmond Hill Capital Pty Ltd ACN 642 505 584 Level 4, 7 Howard Street, Richmond Vic 3121	JP Morgan Nominees Australia Ltd	Investment Manager	48,981,974 FPO
Ovens Valley Pty Ltd ACN 618 963 821 Level 4, 7 Howard Street, Richmond Vic 3121	Ovens Valley Pty Ltd	Relevant interest under section 608(3)(a) and/or 608(3)(b) of the Corporations Act 2001 (Cth).	48,981,974 FPO
E & M Odza Pty Ltd ACN 618 695 248 59A Rose Avenue, Lower Templestowe Vic 3107	E & M Odza Pty Ltd	Relevant interest under section 608(3)(a) and/or 608(3)(b) of the Corporations Act 2001 (Cth).	48,981,974 FPO

The associated entities of **Ovens Valley Pty Ltd** are:
Alexander White

The associated entities of **E & M Odza Pty Ltd** are:
Edmon Odza



Edmon Odza
Director
Richmond Hill Capital Pty Ltd

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