

Disclosure of beginning to have substantial holding

Section 276, Financial Markets Conduct Act 2013

To NZX Limited

and

To KMD Brands Limited (KMD)

Date this disclosure made: 16 September 2024

Date on which substantial holding began: 13 September 2024

Substantial product holder(s) giving disclosure

Full name(s): FirstCape Group Limited

Summary of substantial holding

Class of quoted voting products: Ordinary Shares (**Shares**)

Summary for: FirstCape Group Limited

For **this** disclosure - (a) total number held in class: 35,627,433

(b) total in class: 711,667,484

(c) total percentage held in class: 5.006%

For personal use only

Details of relevant interests:

Nature of relevant interest(s):	Relevant interest in Shares that its wholly-owned subsidiary Harbour Asset Management Limited (Harbour) has a relevant interest in. Harbour has the power to exercise (or control the exercise of) rights to vote attached to, and power to acquire or dispose of (or control the acquisition or disposal of), Shares under investment powers contained in trust deeds or investment management agreements with clients, including BNZ Investments Services Limited (see below). FirstCape Group Limited has those powers and controls indirectly, as the ultimate owner of Harbour.
Number held in class:	31,045,934
Percentage held in class:	4.362%
Current registered holder of financial products:	For on market purchases: Unknown For on market sales: Various nominees or custodians for and on behalf of Harbour Asset Management Limited
Registered holder of financial products once transfer is registered:	For on market purchases: Various nominees or custodians for and on behalf of Harbour Asset Management Limited For on market sales: Unknown

Nature of relevant interest(s):	Relevant interest in Shares that its wholly-owned subsidiary BNZ Investments Services Limited (BNZIL) has a relevant interest in. BNZIL has a beneficial ownership interest in these shares, which are managed by Harbour under an investment management agreement, so are also included in Harbour's interest referred to above.
Number held in class:	20,134,848
Percentage held in class:	2.829%
Current registered holder of financial products:	For on market purchases: Unknown For on market sales: Various nominees or custodians for and on behalf of Harbour Asset Management Limited
Registered holder of financial products once transfer is registered:	For on market purchases: Various nominees or custodians for and on behalf of Harbour Asset Management Limited For on market sales: Unknown

For personal use only

Nature of relevant interest(s):	Relevant interest in Shares that its wholly-owned subsidiary Jarden Wealth Limited has a relevant interest in. Jarden Wealth Limited has the power to exercise (or control the exercise of) rights to vote attached to, and power to acquire or dispose of (or control the acquisition or disposal of), Shares under the terms of investment management agreements with clients (who are the beneficial owners of the Shares). FirstCape Group Limited has those powers and controls indirectly, as the ultimate owner of Jarden Wealth Limited.
Number held in class:	4,549,313
Percentage held in class:	0.639%
Current registered holder of financial products:	For on-market purchases: Unknown For on-market sales: FNZ Custodians Limited
Registered holder of financial products once transfer is registered:	For on-market purchases: FNZ Custodians Limited For on-market sales: Unknown

Nature of relevant interest(s):	Relevant interest in Shares that its wholly-owned subsidiary JBWere (NZ) Pty Limited has a relevant interest in. JBWere (NZ) Pty Limited has the power to exercise (or control the exercise of) rights to vote attached to, and power to acquire or dispose of (or control the acquisition or disposal of), Shares under the terms of investment management agreements with clients (who are the beneficial owners of the Shares). FirstCape Group Limited has those powers and controls indirectly, as the ultimate owner of JBWere (NZ) Pty Limited.
Number held in class:	32,186
Percentage held in class:	0.005%
Current registered holder of financial products:	For on-market purchases: Unknown For on-market sales: JBWere (NZ) Nominees Limited
Registered holder of financial products once transfer is registered:	For on-market purchases: JBWere (NZ) Nominees Limited For on-market sales: Unkown

Details of transactions and events giving rise to substantial holding:

The transactions/events giving rise to this disclosure obligation are on-market buy and sell trades by FirstCape Group Limited since 13/05/2024 until 13/09/2024, as summarised in the table below.

Details for:	Harbour (including BNZ Investment Services Limited)	BNZ Investment Services Limited (included in Harbour's figures)	Jarden Wealth Limited	JBWere (NZ) Nominees Limited
On-market purchases – number of shares	19,230,267	5,587,501	186,000	N/A
On-market purchases – gross consideration	\$9,573,835.28	\$2,741,867.18	\$82,445.88	N/A
On-market sales – number of shares	12,420,686	N/A	2,182,114	5,400
On-market sales – gross consideration	\$5,222,782.76	N/A	\$888,177.13	\$2,268.00
Net Shares transferred into DIMS service	N/A	N/A	59,700	N/A

Additional information

Address of substantial product holder:	Level 21, 171 Featherston Street, Wellington
Contact details:	Madeleine Pumphrey M +64 27 376 8309 madeleine.pumphrey@jarden.co.nz

Name of any other person believed to have given, or believed to be required to give, a disclosure under the Financial Markets Conduct Act 2013 in relation to the financial products to which this disclosure relates: None.

Certification

I, Madeleine Pumphrey, 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.