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ASX RELEASE - IVE GROUP LIMITED (ASX: IGL)

Change of Director's Interest Notice.

SYDNEY, 16 October 2026

IVE Group Limited (ASX: IVE) refers to the Appendix 3Y regarding the interests held by Sandra Hook which was released on 6 October 2026.

The Appendix 3Y incorrectly advised that the date of change was 17 October 2022. The correct date of change was 30 September 2026. The attached Appendix 3Y corrects this error.

This announcement has been approved for release by the Managing Director, Matt Aitken.

For more information, please contact:
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About IVE Group

Founded in 1921 and listed on the Australian Securities Exchange in December 2015 (ASX:IGL), IVE Group is Australia's largest diversified marketing company. Specialising in Creative & Content, CX & Data, eCommerce, Brand Activations, Merchandise, Uniforms & Apparel, Packaging, Print, Distribution and 3PL, we connect more than 2,800 clients with their customers every day. One partner. Infinite possibilities.

For more information – visit IVE Group's website.

Rule 3.19A.2

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity	**IVE Group Limited**
ABN	**62 606 252 644**

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Sandra Hook
Date of last notice	20 October 2022

Part 1 - Change of director's relevant interests in securities
In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Indirect
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	Itraveltree Media Pty Ltd ATF DST Trust – Ms Hook is a beneficiary of the trust.
Date of change	30 September 2026
No. of securities held prior to change	21,808 fully paid ordinary shares
Class	NED Fee Sacrifice Share Rights
Number acquired	11,070
Number disposed	Nil
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	$2.71 per Share Right

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No. of securities held after change	21,808 fully paid ordinary shares 11,070 NED Fee Sacrifice Share Rights
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	Participation in the Company's Non-Executive Director Fee Sacrifice Share Acquisition Plan approved by Shareholders at the 2025 Annual General Meeting.

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
Date of change	N/A
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	N/A
Interest acquired	N/A
Interest disposed	N/A
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	N/A
Interest after change	N/A

Part 3 – +Closed period

Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?	No

+ See chapter 19 for defined terms.

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If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

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