

# SHAREHOLDER COMMUNICATION POLICY

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## 1.1 Purpose

Zip Co Limited (**Zip** or the **Company**) recognises that shareholders and other stakeholders are entitled to be informed in a timely and readily accessible manner of all major developments affecting Zip.

The purpose of this Shareholder Communications Policy (the **Policy**) is to promote effective communication with shareholders and other stakeholders and to encourage and facilitate participation at Zip's general meetings and dealing promptly with the enquiries of shareholders and other stakeholders.

## 1.2 Market Communication

### (a) Communication of information

The Company will publish on its website relevant announcements made to the market by the Company and any related information (which may include slides and presentations used in analyst, investor, media or shareholder briefings) after they have been given to the ASX and following confirmation of release to the market by the ASX.

Market sensitive information will be published on the Company website as soon as reasonably practicable after its release to the ASX following receipt of confirmation from the ASX.

Information may also be provided from time to time to the media on behalf of the Company but not before disclosure to the ASX, even on an embargo basis.

### (b) Analysts and institutional investors

The Company may conduct briefings for analysts and institutional investors from time to time to discuss matters concerning the Company. The Company may also present or exhibit at industry conferences which provides opportunity for the shareholders to gather information about the Company. Only the Chair, Group CEO, Group CFO and other senior representatives of the Company (such as the CEO ANZ, CEO US and Director of Investor Relations & Sustainability or as approved by the Group CEO) are authorised to speak on behalf of the Company with analysts and institutional investors.

Before each reporting period, the Group CEO will formulate guidelines for briefings for that period. The Company's policy at these briefings includes:

- the Company will not comment on market sensitive issues not already disclosed to the market; and
- any questions raised in relation to market sensitive issues not already disclosed to the market will not be answered or will be taken on notice.

If a question is taken on notice, the Disclosure Committee (as defined in the Securities Trading Policy) will consider if the information is material, and the answer would involve the release of market sensitive information under our continuous disclosure obligations and ASX Listing Rule 3.1. If the Disclosure Committee determines the information must be disclosed to the market, the information must be released to the ASX before responding.

A representative of the Company in attendance may make notes of meetings and briefings with investors or analysts. Alternatively, an event may be webcast or teleconferenced or a recording added to the Company's website.

If the Company gives a new and substantive investor or analyst presentation it will release a copy of the presentation materials on the ASX Market Announcements Platform ahead of the presentation.

(c) Inadvertent disclosure or mistaken non-disclosure

Inadvertent disclosure of market sensitive information, or a director or employee becoming aware of information which should be disclosed, requires immediate notification to a member of the Disclosure Committee so the Disclosure Committee can determine the appropriate actions to be taken, including if required, the information being announced to ASX and then published on the Company website.

(d) Media relations

Zip makes non-material announcements about its activities from time to time via media releases, which are posted on the 'Newsroom' section of the Zip website.

Only the Chair, Group CEO (or other persons authorised by them), CEO ANZ and CEO US and Director of External Relations and Group Communications, are authorised to speak to the media on behalf of Zip. No information is to be given to the media on matters which are of general public interest or which may materially affect the price of the Company's securities without the approval of the Group CEO (who may refer matters to the Disclosure Committee for consideration, as appropriate).

The guidelines outlined above are subject to any directions given by the Board, either generally or in a particular instance.

### 1.3 Shareholder Communication

(a) Investor relations program

The Company will implement a range of investor relations strategies to facilitate effective two-way communication with investors, shareholders and analysts, and regular reporting to the Board and Group Executive Team from Investor Relations.

The Company also recognises the importance of engagement with a broad range of stakeholders beyond financial market participants, such as proxy advisers, governance advisers, government, financial media and industry groups.

Where significant comments or concerns are raised by investors or their representatives, they will be conveyed to the Board and relevant senior executives.

(b) Periodic reports to shareholders

The Company produces half yearly and yearly financial reports and an annual report in accordance with the Corporations Act, the ASX Listing Rules and applicable accounting standards. It seeks to give balanced and understandable information about the Company and its proposals in its reports to shareholders.

The Board periodically reports to shareholders of all major developments affecting the Company's state of affairs as follows:

- the audited Annual Financial Report is lodged on the ASX and distributed to all shareholders (who specifically request to receive the document), including relevant information about the operations of the Company during the year, changes in the state of affairs and details of future developments. The full Annual Financial Report is also available on the Company website; and
- the Half-Yearly Financial Report contains summarised financial information and a review of the operations of the Company during that period. The Half-Yearly Financial Report is lodged with ASIC and the ASX and sent to any shareholder who requests it as well as being published on the Company website.

(c) General meetings

General meetings provide an important opportunity for Zip to communicate with shareholders and allow for informed shareholder participation. The Board encourages full participation of shareholders at General Meetings to promote a high level of accountability and communication of the Company's strategy and goals. Important matters affecting shareholders and any proposed major changes in the Company, which may impact on share ownership rights, are submitted to shareholder vote in compliance with the Company's Constitution, applicable law and ASX Listing Rules.

At the meetings, shareholders can also express their views to the Board and management and vote on the Board's proposals. All shareholders are encouraged to attend or, if unable to attend, to ask questions ahead of the meeting and vote on the motions proposed by appointing a proxy or using any other means included in the notice of meeting. Zip's external auditor will attend the Annual General Meeting and be available to answer questions about the conduct of the audit and the preparation and content of the auditor's report.

The Company aims to ensure that the form, content and delivery of notices of general meetings, and the conduct of the meetings, comply with the Company's constitution, the Corporations Act and ASX Listing Rules.

The Company will ensure that all substantive resolutions at a meeting of shareholders are decided by a poll rather than by a show of hands. Where practicable, the Company will consider the use of technological solutions for encouraging shareholder participation at meetings.

(d) The Company's website

The Company website contains information about Zip and its governance framework. It has been designed to enable information to be freely accessible

and readily available for a reasonable period. All documents that are released publicly are made available on the Company website.

The investor information section of the website provides information to all shareholders and other stakeholders. This section includes:

- (a) corporate governance information, including;
  - i. the names, photographs and brief biographical information for each of its directors and senior executives;
  - ii. its constitution, its board charter and the charters of each of its board committees;
  - iii. a statement of the Company's values; and
  - iv. copies of the Company's Code of Conduct and key corporate governance policies and other corporate governance materials.
- (b) corporate overview information;
- (c) the Company's share registry contact details;
- (d) copies of its annual directors' reports, financial statements and other corporate reports;
- (e) copies of its announcements to ASX;
- (f) copies of notices of meetings of security holders and any accompanying documents;
- (h) copies of any documents tabled or otherwise made available at meetings of security holders and, if available, a recording or transcript of the meetings
- (i) copies of any materials distributed at investor or analyst presentations and, if available, a recording or transcript of the presentations; and
- (j) once they are known, the time, venue and other relevant details of Annual General Meetings, and expected dates of results announcements and other upcoming investor events.

The website also provides information for shareholders to direct inquiries to the Company.

(e) Use of electronic communication and other technology

Shareholders may communicate electronically with the Company's share registry as provided for on the website.

The Company will communicate by post with its shareholders who have not elected to receive communication electronically.

The Company may consider the use of other technologies to communicate with shareholders.

(f) Shareholder privacy

Zip recognises that privacy is important and it will not disclose registered shareholder details unless required by law. Shareholder details will only be used in accordance with applicable privacy laws.

### 1.4 Review of Policy

The Board will review this Policy at least every two years, and more frequently as required. External reviews may be undertaken of this Policy at the request of the Board.

This Policy may be amended by a resolution of the Board.

Reviewed and updated: 5 December 2024

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