

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

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| Name of entity: IPD Group Limited |
| ABN: 12 111 178 351 |

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 | Michael Sainsbury |
| Date of last notice | 1 October 2025 |

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 (j) of the definition of "notifiable interest of a director" should be disclosed in this part.

| | |
|--|--|
| Direct or indirect interest | Direct and indirect |
| Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest. | M & J Sainsbury Pty Ltd <M & J Sainsbury Superfund> ¹ Michael Thomas Sainsbury & Julie Anne Sainsbury <The Sainsbury Family A/C> ² ¹ Michael Sainsbury is a director of the trustee company and a beneficiary of the fund ² Michael Sainsbury is a joint trustee and a beneficiary of the trust |
| Date of change | 8 December 2025 |

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| | |
|--|---|
| <p>No. of securities held prior to change</p> | <p>Direct</p> <p>262,761 Ordinary Fully Paid Shares</p> <p>Indirect</p> <p>288,207 Ordinary Fully Paid Shares held by M & J Sainsbury Pty Ltd <M & J Sainsbury Superfund>¹</p> <p>641,855 Ordinary Fully Paid Shares held by Michael Thomas Sainsbury & Julie Anne Sainsbury <The Sainsbury Family A/C>²</p> <p>18,900 FY24 Performance Rights issued pursuant to the Company's Employee Incentive Plan and subject to vesting conditions set out in the Notice of Meeting lodged with ASX on 27 October 2023 held by Michael Thomas Sainsbury & Julie Anne Sainsbury <The Sainsbury Family A/C>²</p> <p>¹ Michael Sainsbury is a director of the trustee company and a beneficiary of the fund ² Michael Sainsbury is joint trustee and a beneficiary of the trust</p> |
| <p>Class</p> | <p>FY26 Performance Rights FY26 Performance Rights roll-forward</p> |
| <p>Number acquired</p> | <p>175,628 FY26 Performance Rights 28,666 FY26 Performance Rights roll-forward</p> |
| <p>Number disposed</p> | <p>Nil</p> |
| <p>Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation</p> | <p>N/A</p> |

+ See chapter 19 for defined terms.

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| | |
|---|---|
| No. of securities held after change | <p>Direct</p> <p>262,761 Ordinary Fully Paid Shares</p> <p>Indirect</p> <p>288,207 Ordinary Fully Paid Shares held by M & J Sainsbury Pty Ltd <M & J Sainsbury Superfund>¹</p> <p>641,855 Ordinary Fully Paid Shares held by Michael Thomas Sainsbury & Julie Anne Sainsbury <The Sainsbury Family A/C>²</p> <p>18,900 FY24 Performance Rights issued pursuant to the Company's Employee Incentive Plan and subject to vesting conditions set out in the Notice of Meeting lodged with ASX on 27 October 2023 held by Michael Thomas Sainsbury & Julie Anne Sainsbury <The Sainsbury Family A/C>²</p> <p>175,628 FY26 Performance Rights and 28,666 FY26 Performance Rights roll-forward issued pursuant to the Company's Employee Incentive Plan and subject to vesting conditions set out in the Notice of Meeting lodged with ASX on 24 October 2025 held by Michael Thomas Sainsbury & Julie Anne Sainsbury <The Sainsbury Family A/C>²</p> <p>¹ Michael Sainsbury is a director of the trustee company and a beneficiary of the fund ² Michael Sainsbury is joint trustee and a beneficiary of the trust</p> |
| Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back | <p>175,628 FY26 Performance Rights and 28,666 FY26 Performance Rights roll-forward issued in accordance with the 2025 Notice of Annual General Meeting:</p> <p>Notice of Annual General Meeting/Proxy Form</p> |

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.

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| Detail of contract | N/A |
| Nature of interest | N/A |
| Name of registered holder (if issued securities) | N/A |

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01/01/2011

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|---|-----|
| Date of change | N/A |
| No. and class of securities to which interest related prior to change <small>Note: Details are only required for a contract in relation to which the interest has changed</small> | N/A |
| Interest acquired | N/A |
| Interest disposed | N/A |
| Value/Consideration <small>Note: If consideration is non-cash, provide details and an estimated valuation</small> | 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 |
| 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 |

⁺ See chapter 19 for defined terms.

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