

Market Announcement

21 April 2026

KMD Brands Limited (ASX: KMD) – Trading Halt

Trading in the securities of KMD Brands Limited ('KMD') will be halted at the request of KMD, pending the release of an announcement by KMD.

Unless ASX decides otherwise, the securities will remain in trading halt until the earlier of:

- the commencement of normal trading on Wednesday, 22 April 2026; or
- the release of the announcement to the market.

KMD's request for a trading halt is attached below for the information of the market.

Issued by

ASX Compliance

21 April 2026

NZX Regulation Limited (NZ RegCo)
Level 2, NZX Centre
11 Cable Street
Wellington 6011
New Zealand

issuer@nzregco.com

ASX Limited
20 Bridge Street
Sydney
New South Wales 2000
Australia

tradinghaltssydney@asx.com.au
nicola.lombardi@asx.com.au

Request for Trading Halt: KMD Brands Limited (KMD.NZX/KMD.ASX)

KMD Brands Limited (*KMD*) announced a placement and pro rata accelerated renounceable entitlement offer (the *Entitlement Offer*) on 31 March 2026. The placement and institutional component of the Entitlement Offer are now complete, with the results of the Institutional Offer and Institutional Placement having been released to the NZX and ASX on 2 April 2026. The retail component of the Entitlement Offer (the *Retail Offer*) opened to eligible retail shareholders on Tuesday 7 April 2026 and closed on Thursday 16 April 2026. KMD now proposes to conduct the bookbuild in relation to the Retail Offer (the *Retail Bookbuild*) on Tuesday 21 April 2026.

We request that a trading halt be placed on KMD's ordinary shares (ISIN: NZKMDE0001S3) under NZX Listing Rule 9.9.1(a) and ASX Listing Rule 17.1.1 and set out below the details of the request as per the rules of each of NZX and ASX.

We would like the trading halt to commence from the opening of trading on Tuesday 21 April 2026 and be lifted at the opening of trading on NZX on Wednesday 22 April 2026 or on any earlier announcement regarding the outcome of the Retail Bookbuild discussed below.

Reasons for Trading Halt:

KMD considers that a trading halt is desirable to enable the Joint Lead Managers and KMD to conduct the Retail Bookbuild and to determine the allocation of shares to participants in the same. KMD considers that, but for the trading halt, the Retail Bookbuild process would impact a fair, orderly or transparent market as information about the Retail Bookbuild, or take up by participants, may be known by some market participants and not others, so the market would not be trading on a fully informed basis.

As soon as the Retail Bookbuild and the allocation of shares is completed, KMD will be in a position to release details of the results of the Retail Bookbuild to the market. KMD believes that such information will be price sensitive.

How long we want the trading halt to last:

We would like the trading halt to last up to one trading day, until the opening of trading on NZX on Wednesday 22 April 2026.



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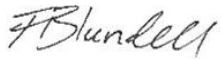
The event we expect to happen that will end the trading halt:

We expect the trading halt to end once we are in a position to announce the outcome of the Retail Bookbuild. We expect this to occur before market open on NZX on Wednesday 22 April 2026.

We confirm that we are not aware of any reason why the trading halt should not be granted or of any other information necessary to inform the market about the trading halt.

Please contact me if you have any concerns or queries. Alternatively, you can contact Rachel Dunne at Chapman Tripp (+64 27 553 4924 / rachel.dunne@chapmantripp.com).

Yours sincerely



Frances Blundell,
Chief Legal & ESG Officer and Company Secretary
KMD Brands Limited



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