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7 August 2026

ASX Listings Compliance
Australian Securities Exchange
By email: ListingsSupervisionPerth@asx.com.au

Dear Sir/Madam

THE AGENCY GROUP AUSTRALIA LIMITED (ASX: AU1)

RESPONSE TO PRICE AND VOLUME QUERY

The Agency Group Australia Limited (**AU1** or **the Company**) refers to ASX's letter dated 5 August 2026 regarding the recent trading in the Company's securities.

The Company responds to ASX's questions as follows.

1. Is AU1 aware of any information concerning it that has not been announced to the market which, if known by some in the market, could explain the recent trading in its securities?

Yes.

The Company notes that an article was published in the Australian Financial Review's Street Talk column on 5 August 2026 in relation to a potential transaction involving the Company and Aura Group.

The Company did not authorise, provide or contribute to the information contained in the article.

The Company confirms that it has had discussions with Aura Group Holdings Pte Ltd (**Aura Group**) in relation to a potential transaction and refers ASX to the announcement entitled "Market Update – Response to Media Speculation" accompanying this response letter (**ASX Announcement**).

The Company also wishes to note the volume of shares that were traded on 5 August 2026 (the subject of ASX's letter), was approximately 641,000 shares equating to a value of less than $19,000. Due to the illiquid nature of AU1's shares currently, small share trading transactions contribute to relatively significant rises and falls in AU1's share price.

2. If the answer to question 1 is "yes":

(a) Is AU1 relying on Listing Rule 3.1A not to announce that information under Listing Rule 3.1?

The Company has been relying on Listing Rule 3.1A to not announce the potential transaction with Aura Group on the basis that:

- the information concerns an incomplete proposal or negotiation;
- the information was confidential;
- the proposal is insufficiently definite to warrant disclosure; and
- a reasonable person would not expect the information to be disclosed.

In accordance with ASX's request, the Company contacted ASX to discuss the matter. ASX has advised that it is its position that the potential transaction with Aura Group has ceased to be confidential due to the Australian Financial Review's article and therefore AU1 may no longer rely on Listing Rule 3.1A. The Company therefore provides the ASX Announcement.

(b) Can an announcement be made immediately?

Yes, refer to the ASX Announcement.

The Company will make a further announcement in the event of any material developments in accordance with its continuous disclosure obligations.

The Company again notes, no binding transaction agreement has been entered into and there is no certainty that discussions will lead to any transaction or definitive agreement with Aura Group.

(c) If an announcement cannot be made immediately, why not and when is it expected that an announcement will be made?

Not applicable.

3. If the answer to question 1 is "no", is there any other explanation that AU1 may have for the recent trading in its securities?

Not applicable.

4. Please confirm that AU1 is complying with the Listing Rules and, in particular, Listing Rule 3.1.

The Company confirms that it is complying with the ASX Listing Rules and, in particular, Listing Rule 3.1.

5. Please confirm that AU1's responses to the questions above have been authorised and approved under its published continuous disclosure policy or otherwise by its board or an officer of AU1 with delegated authority from the board to respond to ASX on disclosure matters.

The Company confirms that the responses above have been authorised and approved by the Board of The Agency Group Australia Limited.

Yours faithfully

Stuart Usher
Company Secretary
The Agency Group Australia Limited

5 August 2026

Mr Stuart Usher
Company Secretary
The Agency Group Australia Ltd

By email:

Dear Mr Usher

The Agency Group Australia Ltd ('AU1'): Price & Volume Query

ASX refers to the following:

A. The change in the price of AU1's securities from a close of $0.022 on 4/08/2026 to an intraday high of $0.032 today at the time of writing.

B. The significant increase in the volume of AU1's securities traded today 5 August 2026.

Request for information

In light of this, ASX asks AU1 to respond separately to each of the following questions and requests for information:

1. Is AU1 aware of any information concerning it that has not been announced to the market which, if known by some in the market, could explain the recent trading in its securities?

2. If the answer to question 1 is "yes".

   (a) Is AU1 relying on Listing Rule 3.1A not to announce that information under Listing Rule 3.1? Please note that the recent trading in AU1's securities would suggest to ASX that such information may have ceased to be confidential and therefore AU1 may no longer be able to rely on Listing Rule 3.1A. Accordingly, if the answer to this question is "yes", you need to contact us immediately to discuss the situation.

   (b) Can an announcement be made immediately? Please note, if the answer to this question is "no", you need to contact us immediately to discuss requesting a trading halt (see below).

   (c) If an announcement cannot be made immediately, why not and when is it expected that an announcement will be made?

3. If the answer to question 1 is "no", is there any other explanation that AU1 may have for the recent trading in its securities?

4. Please confirm that AU1 is complying with the Listing Rules and, in particular, Listing Rule 3.1.

5. Please confirm that AU1's responses to the questions above have been authorised and approved under its published continuous disclosure policy or otherwise by its board or an officer of AU1 with delegated authority from the board to respond to ASX on disclosure matters.

When and where to send your response

This request is made under Listing Rule 18.7. Your response is required as soon as reasonably possible and, in any event, by no later than **1:30 PM AWST Wednesday, 5 August 2026**.

You should note that if the information requested by this letter is information required to be given to ASX under Listing Rule 3.1 and it does not fall within the exceptions mentioned in Listing Rule 3.1A, AU1's obligation is to disclose the information 'immediately'. This may require the information to be disclosed before the deadline set out in the previous paragraph and may require AU1 to request a trading halt immediately.

Your response should be sent by e-mail to **ListingsSupervisionPerth@asx.com.au**. It should not be sent directly to the ASX Market Announcements Office. This is to allow us to review your response to confirm that it is in a form appropriate for release to the market, before it is published on the ASX Market Announcements Platform.

Trading halt

If you are unable to respond to this letter by the time specified above, or if the answer to question 1 is "yes" and an announcement cannot be made immediately, you should discuss with us whether it is appropriate to request a trading halt in AU1's securities under Listing Rule 17.1. If you wish to request a trading halt, you must tell us:

- the reasons for the trading halt;
- how long you want the trading halt to last;
- the event you expect to happen that will end the trading halt;
- that you are not aware of any reason why the trading halt should not be granted; and
- any other information necessary to inform the market about the trading halt, or that we ask for.

We require the request for a trading halt to be in writing. The trading halt cannot extend past the commencement of normal trading on the second day after the day on which it is granted. You can find further information about trading halts in Guidance Note 16 *Trading Halts and Voluntary Suspensions*.

Suspension

If you are unable to respond to this letter by the time specified above, ASX will likely suspend trading in AU1's securities under Listing Rule 17.3.1.

Listing Rules 3.1 and 3.1A

In responding to this letter, you should have regard to AU1's obligations under Listing Rules 3.1 and 3.1A and also to Guidance Note 8 *Continuous Disclosure: Listing Rules 3.1 – 3.1B*. It should be noted that AU1's obligation to disclose information under Listing Rule 3.1 is not confined to, nor is it necessarily satisfied by, answering the questions set out in this letter.

Release of correspondence between ASX and entity

ASX reserves the right to release all or any part of this letter, your reply and any other related correspondence between us to the market under Listing Rule 18.7A. The usual course is for correspondence to be released to the market.

Kind regards,

ASX Supervision