FRASERS GROUP PLC
Unit A
Brook Park East
Shirebrook
NG20 8RY United Kingdom

29 June 2026

Market Announcements Office
ASX Limited
Level 27, 39 Martin Place
SYDNEY NSW 2000

FRASERS GROUP PLC OFFER FOR ACCENT GROUP LIMITED - DISPATCH OF BIDDER'S STATEMENT

Frasers Group plc (LSE:FRAS) confirms that it has today completed the dispatch of its bidder's statement (**Bidder's Statement**) in relation to its on-market takeover bid under Chapter 6 of the *Corporations Act 2001* (Cth) (**Corporations Act**) for all the fully paid ordinary shares in Accent Group Limited (ACN 108 096 251) (ASX:AX1) (**Accent**) that it or its associates do not currently own.

We enclose, pursuant to item 8 of section 635(1) of the Corporations Act, copies of the following documents that were sent to Accent shareholders together with the Bidder's Statement (which includes the broker announcement by Barrenjoey Markets Pty Limited in Appendix 1):

1. letter sent by registered post to Accent shareholders who have not elected to receive electronic communications under section 110D of the Corporations Act; and

2. email sent to Accent shareholders who have elected to receive electronic communications under section 110D of the Corporations Act.

These documents have also been lodged with the Australian Securities and Investments Commission.

Yours faithfully

C.W

Christopher Wootton
Director
Frasers Group plc

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AX1TKO

MR SAM SAMPLE
FLAT 123
123 SAMPLE STREET
THE SAMPLE HILL
SAMPLE ESTATE
SAMPLEVILLE VIC 3030

29 June 2026

To: Shareholders of Accent Group Limited

Dear Sir / Madam

Frasers Group plc - On-market takeover offer for Accent Group Limited (ASX:AX1)

Frasers Group plc (**Frasers**) announced on 15 June 2026 an on-market takeover offer (the **Offer**) for all ordinary shares in Accent Group Limited (ASX:AX1) (**Accent**) not already owned by Frasers or its associates (**Accent Shares**) at a price of $0.65 cash per Accent Share (**Offer Price**).

Frasers is Accent's largest shareholder, with a relevant interest in 137,671,519 Accent Shares, which represents approximately 22.90% of the current issued share capital of Accent.

The Offer Price of $0.65 cash per Accent Share is the same price as the last closing price of Accent Shares on 12 June 2026 (the **Last Practicable Date**), being the last trading day before the date of Frasers' announcement of the Offer. The Offer Price represents:

- a **5.9%** premium to $0.614, being the 5-trading day volume weighted average price (VWAP) of Accent Shares; and

- a **12.5%** premium to $0.578, being the 1-month volume weighted average price (VWAP) of Accent Shares,

in each case by reference up to the Last Practicable Date.

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Frasers believes that the Offer represents an opportunity for Accent shareholders to immediately realise liquidity for their shareholding at a 12.5% premium to the 1-month volume weighted average price of Accent Shares up to the Last Practicable Date and to avoid any potential future decline in the value of Accent Shares.

Under the Offer, Accent shareholders who wish to dispose of their Accent Shares will receive certain and immediate value for their shares, with the cash consideration payable on a T+2 basis. The Offer period officially commences at the start of trading on ASX on 30 June 2026. Notwithstanding that the Offer period will not officially commence until that time, Frasers' broker, Barrenjoey Markets Pty Limited, as permitted by the *Corporations Act 2001* (Cth) (**Corporations Act**), will accept every Accent Share offered to it at the Offer Price on market from 15 June 2026 until the close of trading on the ASX (4:00pm, Sydney time) on 30 July 2026, the date the Offer is scheduled to close.

The Offer is scheduled to close at the close of trading on ASX (4:00pm, Sydney time) on 30 July 2026, unless it is extended or withdrawn in accordance with the Corporations Act.

As noted above, Frasers has appointed Barrenjoey Markets Pty Limited (ABN 66 636 976 059, AFSL 521800) as its broker to stand in the market and purchase Accent Shares offered to it at the Offer Price.

Frasers encourages all Accent shareholders to read its bidder's statement dated 15 June 2026 in relation to the Offer (**Bidder's Statement**) carefully and in its entirety before deciding whether to accept the Offer. The Bidder's Statement includes further information as to why Frasers believes Accent shareholders should accept the Offer and other information in relation to the Offer.

The Bidder’s Statement is being sent to all persons registered as the holder of fully paid Accent Shares in the register of Accent shareholders, and also to all persons registered as the holder of securities convertible into Accent Shares. The Bidder's Statement was also sent to Accent and lodged with the Australian Securities and Investments Commission and the Australian Securities Exchange on 15 June 2026.

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How to access the Bidder's Statement

In accordance with item 6 of section 635(1) and section 648B of the Corporations Act, the Bidder's Statement can be accessed online at www.fgoffer2026.com. Alternatively, you may request a paper copy of the Bidder's Statement from the Offer Information Line on 1300 572 527 (within Australia) or +61 3 9415 4634 (outside Australia), Monday to Friday between 8.30am and 5.00pm (Sydney time) (excluding public holidays).

You are not required to take any action if you do not wish to sell your Accent Shares under the Offer. We recommend you seek independent financial, legal, or taxation advice before making any decision in relation to your shareholding.

If you have any questions in relation to the Offer, please contact the Offer Information Line on 1300 572 527 (within Australia) or +61 3 9415 4634 (outside Australia) between 8.30am and 5.00pm (Sydney time), Monday to Friday (excluding public holidays).

Yours faithfully

Christopher Wootton
Director
Frasers Group plc

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From: Fraser Group Plc <Test_OP1.Communications.opcecjleffjecckelche@mailservice.computershare.com.au>
Sent:
To:
Subject: Takeover offer by Fraser Group Plc for Accent Group Limited

FRASERS GROUP PLC
Unit A
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NG20 8RY United Kingdom

29 June 2026

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