PlaySide Studios Limited

ACN 154 789 554

SHAREHOLDER COMMUNICATIONS STRATEGY

1. PURPOSE AND APPLICATION

1.1 **Purpose.** PlaySide Studios Limited (**Company**) is committed to open, timely and effective communication with its shareholders and to facilitating shareholder participation in the affairs of the Company. This Shareholder Communications Strategy (**Strategy**) sets out the framework by which the Company and its subsidiaries (together, the **Group**) engage with shareholders and provide information about the Group's activities.

1.2 **ASX Corporate Governance Council alignment.** This Strategy is designed to give effect to the principles set out in Principle 6 of the ASX Corporate Governance Council's Corporate Governance Principles and Recommendations, 4th edition, which are that a listed entity should respect the rights of its security holders by providing them with appropriate information and facilities to allow them to exercise those rights effectively.

1.3 **Related policies.** This Strategy operates in conjunction with the Group's Continuous Disclosure Policy, Securities Trading Policy and Code of Conduct. In particular, all communications with shareholders and other market participants are subject to the Group's continuous disclosure obligations under the Corporations Act 2001 (Cth) (**Corporations Act**) and the ASX Listing Rules, and to the authorised spokesperson framework in the Continuous Disclosure Policy.

2. THE COMPANY'S COMMITMENT

2.1 **Timely and effective communication.** The Board is committed to ensuring that shareholders are kept informed of the Group's activities, financial position and prospects on a timely basis, and that all material information is communicated to the market before or at the same time as it is provided to any shareholder or other market participant.

2.2 **Two-way engagement.** The Company recognises that effective communication is two-way. The Company actively seeks input, questions and feedback from shareholders through the channels described in this Strategy and considers how it can improve its engagement with shareholders on an ongoing basis.

2.3 **Equal access.** The Company is committed to giving all shareholders equal, timely and cost-effective access to information about the Group. Material information is not disclosed selectively.

3. INFORMATION PROVIDED TO SHAREHOLDERS

3.1 Investor website

The Company maintains an investor section of its website through which shareholders and other interested persons can access information about the Group, including:

(a) the Board Charter, the Charters of each Board committee and the Group's key governance policies (including the Code of Conduct, Continuous Disclosure Policy, Securities Trading Policy, Whistleblower Policy, Anti-Bribery and Anti-Corruption Policy, and Diversity and Inclusion Policy);

(c) the Company's corporate governance statement;

(d) all announcements released to ASX;

(e) current and historical Annual Reports, half-year reports and quarterly reports (where applicable);

(f) investor and analyst presentations, together with recordings or transcripts where appropriate;

(g) information about the directors and senior executives;

(h) contact details for the Company Secretary and the Company's share registry; and

(i) other information the Company considers relevant to shareholders and the market.

3.2 Periodic reports and ASX announcements

The Company provides shareholders with information about the Group through:

(a) the Annual Report, released to ASX and made available on the Company's website (and delivered by post or email to shareholders who have elected to receive a physical or electronic copy in accordance with clause 7);

(b) the half-year report, released to ASX and made available on the Company's website;

(c) quarterly reports (where required), released to ASX and made available on the Company's website;

(d) other announcements made to ASX in accordance with the Continuous Disclosure Policy;

(e) notices of meeting and explanatory statements for annual general meetings (**AGM**) and general meetings (**GM**), released to ASX and made available on the Company's website; and

(f) the Chair's address and the CEO's address at AGMs and GMs, released to ASX and made available on the Company's website.

SHAREHOLDER MEETINGS

4.1 Participation is encouraged

The Company encourages all shareholders to participate in its AGMs and GMs. With the notice of meeting, the Company Secretary will provide material inviting shareholders to attend and participate, and will identify the ways in which shareholders can do so.

4.2 Reasonable time and place

All meetings of shareholders will be held at a reasonable time and place, chosen to maximise the ability of shareholders to attend and participate. The Company may hold meetings on a hybrid basis (with in-person and online attendance) or wholly online where permitted by the Company's Constitution and applicable law.

4.3 Technology

The Company will use appropriate technology to facilitate shareholder participation in meetings, including online participation platforms, live voting and question submission where practicable.

4.4 Questions from shareholders

Shareholders are able to ask questions during meetings (whether in person or through the online platform). Shareholders who are unable to attend may submit questions and comments to the Company Secretary in advance of a meeting. Questions of general interest raised in advance will, where practicable, be addressed at the meeting or in written responses made available to shareholders.

4.5 Attendance of Chair, directors and auditor

The Chair and, where practicable, other directors will attend AGMs and GMs and be available to respond to shareholder questions. The Chair of the Audit and Risk Committee will attend the AGM. The lead engagement partner of the Company's external auditor is invited to attend the AGM to answer questions from shareholders about the conduct of the audit and the preparation and content of the auditor's report.

4.6 Voting by poll

All substantive resolutions at meetings of shareholders will be decided by a poll rather than a show of hands, in accordance with Recommendation 6.4 of the ASX Corporate Governance Council's Corporate Governance Principles and Recommendations.

4.7 Recordings and transcripts

Where appropriate, the Company will make recordings or transcripts of meetings available on the Company's website following the meeting.

5. INVESTOR RELATIONS PROGRAM

5.1 Authorised spokespersons

Communications with analysts, institutional investors, retail investors and other market participants on behalf of the Company are undertaken only by authorised spokespersons under the Continuous Disclosure Policy. No new material information is disclosed at any briefing or meeting; any information conveyed will already have been disclosed to ASX, or will be limited to background and clarification.

5.2 Briefings and one-on-one meetings

The Company may from time to time hold briefings and one-on-one meetings with analysts and investors to explain publicly available information about the Group. The following protocols apply to any such briefing or meeting:

(a) material information required to be disclosed under the Continuous Disclosure Policy will not be disclosed at any briefing or meeting unless it has been previously, or is simultaneously, released to ASX;

(b) if material information that has not been disclosed is inadvertently released, the Company will follow the selective and inadvertent disclosure protocol in the Continuous Disclosure Policy and release the information immediately to ASX;

(c) questions at briefings or meetings that deal with material information that has not previously been disclosed will not be answered; and

(d) new or substantive investor or analyst presentation materials will be released on the ASX Market Announcements Platform before, and no later than simultaneously with, the presentation being delivered.

Where practicable, the Company Secretary or another authorised spokesperson will attend or be represented at each briefing and keep a record of the meeting.

5.3 Retail investor engagement

The Company recognises the importance of retail investor engagement and will endeavour to communicate in language and formats that are accessible to non-professional investors, and to provide retail investors with meaningful opportunities to ask questions and engage with the Company (in particular through the AGM process).

5.4 No selective disclosure

The Company will not selectively disclose material information to analysts, institutional investors or other market participants ahead of releasing that information to ASX. If material information is inadvertently disclosed, the Company will follow the selective and inadvertent disclosure protocol in the Continuous Disclosure Policy.

6. COMMUNICATIONS WITH MEDIA AND EMPLOYEES

6.1 **Media.** All communications with the media on behalf of the Company are to be made only by the Chair, the CEO, the CFO, the Company Secretary, or another person authorised by the Board or the Chair. Any enquiry from a journalist or other media representative must be referred immediately to the Company Secretary or another authorised spokesperson under the Group's Continuous Disclosure Policy. Nothing said to the media may include material information that has not already been released to ASX in accordance with the Continuous Disclosure Policy.

6.2 **Employees.** The Group recognises that effective communication with its employees is important to its success and to a healthy workplace culture. Internal communications are led by the CEO and senior executives, with support from the People and Culture team and the Company Secretary. Standards of conduct applicable to employees' external communications concerning the Group (including social media) are set out in the Code of Conduct (clauses 14 and 15) and the Continuous Disclosure Policy.

7. ELECTRONIC COMMUNICATIONS

7.1 Options for shareholders. Consistent with Recommendation 6.5 of the ASX Corporate Governance Council's Corporate Governance Principles and Recommendations, the Company gives shareholders the option to send communications to, and receive communications from, the Company and its share registry electronically.

7.2 Electronic delivery. Shareholders may elect to receive documents (including notices of meeting, Annual Reports and other communications) in electronic form. Shareholders can update their communication preferences through the Company's share registry.

7.3 Electronic voting, direct voting and proxies. Where the Company's Constitution and applicable law permit, shareholders may:

(a) vote directly ahead of the meeting without needing to attend the meeting or appoint a proxy;

(b) appoint proxies electronically; and

(c) vote electronically at the meeting.

Details of the voting, direct voting and proxy arrangements applying to a particular meeting are set out in the notice of meeting for that meeting.

7.4 Electronic dividend payments. Where the Company pays dividends, dividends will (where practicable) be paid electronically into a nominated bank account. Shareholders can nominate a bank account through the share registry.

8. SHAREHOLDER QUERIES AND FEEDBACK

8.1 Contact point. Shareholders may direct queries about the Group, or provide feedback, to the Company Secretary or to the Company's share registry. Contact details are available on the investor section of the Company's website.

8.2 Response. Queries and feedback received from shareholders will be considered by the Company Secretary and, where appropriate, referred to the Board or relevant senior executives. Significant themes arising from shareholder feedback will be reported to the Board.

8.3 Share registry matters. Queries about individual shareholdings (including holding balances, dividend payments, changes of address, share transfers and tax file number registration) should be directed to the Company's share registry rather than to the Company.

9. GOVERNANCE AND REVIEW

9.1 Board oversight. The Board oversees the operation of this Strategy and the Company's engagement with shareholders. The Company Secretary is responsible for the day-to-day implementation of this Strategy.

9.2 Review. The Board will review this Strategy at least annually and update it as required to reflect changes in law, regulation, ASX guidance, technology and the Company's business.

9.3 Availability. This Strategy will be made available on the Company's website.

VERSION CONTROL

Version	Approved by	Date approved	Summary of changes	Next review
1.0	Board	1 November 2020	Prior version	
2.0	Board	14 August 2026	Redraft; added Rec 6.1 investor website content list (charters, policies, governance statement); added Rec 6.2 investor relations program section (authorised spokespersons, briefings, retail engagement, no selective disclosure); expanded Rec 6.3 meeting participation provisions (technology, pre-meeting questions, Chair/directors/auditor attendance including ARC Chair, hybrid/online meeting flexibility);expanded Rec 6.5 electronic communications provisions (delivery, voting, proxies, dividend payments); added cross-references to Continuous Disclosure Policy, Securities Trading Policy, Code of Conduct and other governance documents; added shareholder queries framework and share registry routing. added consolidated analyst briefing protocols in clause 5.2); added new clause 6 covering media communications (authorised spokespersons) and employee communications (cross-reference to Code of Conduct); added direct voting to clause 7.3 alongside electronic voting and proxies	August 2027