



24 January 2025

COMPANY ANNOUNCEMENT

Reference: (01/2025)

Launch of M&Z Shareholder Privilege Card

This is a company announcement issued by M&Z plc (C 23061) (the "**Company**") pursuant to Chapter 5 of the Capital Markets Rules issued by the Malta Financial Services Authority, in accordance with the provisions of the Financial Markets Act (Chapter 345 of the Laws of Malta), as they may be amended from time to time.

QUOTE

Reference is made to a Shareholder' request raised at an Annual General Meeting of the Company where the Company was asked to consider introducing a loyalty scheme for holders of its Company shares (the "**Shareholders**"). The Company has welcomed this suggestion and is happy to announce that it shall be providing the opportunity to Shareholders to benefit from a 10% discount on all online purchases across an array of products that fall within the Company's Portfolio of well-known household brands and which may be found on the Company's e-commerce site - <https://whatsinstore.com.mt/> (the "**Loyalty Scheme**"). The Company hopes that this scheme will go some way in rewarding shareholders for their continued support and be considered a privilege which its shareholders are eligible to, resulting in a saving in their routine household expenses.

For the purposes of the implementation of the Loyalty Scheme over the past few days Shareholders should have received at their registered address a personalised Shareholder privilege card (the "**Privilege Card**") together with instructions on how to activate their what instore account and apply for their personal discount code.

Shareholders who have not yet received the Privilege Card -and who hold shares in their own names as well as shareholders who hold shares through an authorised financial intermediary are being asked to contact the company at invest@mz.com.mt to claim their entitlement by virtue of this Loyalty Scheme.

The full terms and conditions governing the Privilege Card are set out on the back of said card. Shareholders requiring any additional information or having queries related to the Loyalty Scheme are kindly requested to contact the Company at invest@mz.com.mt or on 20959000.

UNQUOTE

Tara Cann Navarro
On behalf of Ganado Services Limited
Company Secretary