Introduction

Dear Shareholder

It is my pleasure to invite you to participate in the 2025 Annual General Meeting ('AGM' or 'Meeting') of Latitude Group Holdings Limited ('Latitude' or 'the Company'), which has been scheduled as follows:

Date: Wednesday, 23 April 2025

Time: 10am AEST

Registration opens from 9.30am

Venue: Business Hub Level 1, 130 Lonsdale Street Melbourne VIC 3000

Shareholders and proxyholders will be able to attend and participate in the AGM in person. Shareholders will also be able to watch the AGM via the live webcast at <u>https://meetnow.global/MNKVJPD</u> however, will not be able to participate in the AGM (ie vote and ask questions). If you are not going to attend the AGM in person, we encourage you to vote in advance of the Meeting or to appoint a proxy to vote on your behalf, and to submit any questions that you have in advance of the Meeting. If you attend the AGM in person, please bring your Proxy Form with you to assist with your registration.

Questions from Shareholders

The AGM is intended to give you the opportunity to hear from Bob Belan (MD & CEO) and myself on the performance of the Company. It is also an opportunity for shareholders and proxyholders to ask questions in relation to the Company.

If you attend the AGM in person, you will be given the opportunity during the Meeting to ask questions about, or make comments on, the management of the Company, the Remuneration Report and the resolutions being considered at the AGM. Similarly, you will also have the opportunity to ask the Company's auditor, KPMG, questions relevant to the conduct of the audit, the preparation and content of the auditor's report, the accounting policies adopted by the Company in relation to the preparation of the financial statements, and the independence of the auditor in relation to the conduct of the audit.

All shareholders can also submit written questions in advance of the AGM by:

- 1. Emailing questions to agm@latitudefinancial.com; or
- 2. Submitting questions online at www.investorvote.com.au. You will need your SRN/HIN and the postcode for your shareholding.

Written questions provided ahead of the AGM must be submitted by **no later than 10am (AEST) on Wednesday, 16 April 2025.**

We will attempt to respond to as many of the frequently asked questions as possible in the Chairman's and MD & CEO's addresses at the AGM. However, due to the large number of questions we may receive, we will not be replying to each question on an individual basis.

Latitude's website

There is a page on our website dedicated to providing information about the AGM and how to attend in person and participate. You can find this information and access the Notice of Meeting and our 2024 Annual Report at_https://investors.latitudefinancial.com.au/investor-centre/?page=annual-general-meetings.

If it becomes necessary to give further updates about the AGM, information will be released on the ASX and made available at https://investors.latitudefinancial.com.au/investor-centre/?page=overview.

Shareholder emails and electronic communications

If you haven't done so already, I encourage you to make the switch to paperless communications.

It enables us to provide you with information more quickly, at a lower cost and with less use of finite resources. To make the switch please visit the Company's share registry, Computershare Investor Services at www.computershare.com.au/easyupdate/LFS.

On behalf of the Board, thank you for your continued support as a shareholder. We look forward to welcoming you to our AGM on Wednesday, 23 April 2025.

Yours sincerely

Mike Tilley Chairman Latitude Group Holdings Limited



Latitude Group Holdings Limited ('Latitude' or 'the Company') will hold its 2025 Annual General Meeting

('AGM' or 'Meeting') at 10am AEST on Wednesday, 23 April 2025 at Business Hub, Level 1, 130 Lonsdale Street, Melbourne VIC 3000 to consider the business set out in this Notice of Meeting ('Notice'). Registration will commence at 9.30am AEST. The Meeting can also be viewed via a live webcast.

The items of business should be read in conjunction with the explanatory notes on pages 6 to 7 ('Explanatory Notes'). The Explanatory Notes form part of this Notice.

Items of Business

1. Financial statements and reports

To receive and consider the Company's Financial Statements, Directors' Report and Auditor's Report for the year ended 31 December 2024.

2. Adoption of the Remuneration Report

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

"That the Remuneration Report for the year ended 31 December 2024 be adopted."

Note: The Remuneration Report is set out on pages 33 to 53 of the Company's 2024 Annual Report. The vote on this resolution is advisory only and does not bind the directors or the Company.

3. Election and re-election of directors

(a) Election of Mr Ilfryn Carstairs

To consider and, if thought fit, to pass the following resolution as an ordinary resolution: "That Mr Ilfryn Carstairs be elected as a director of the Company."

(b) Re-election of Mr Michael Tilley

To consider and, if thought fit, to pass the following resolution as an ordinary resolution: "That Mr Michael Tilley be re-elected as a director of the Company."

(c) Re-election of Mr Mark Joiner

To consider and, if thought fit, to pass the following resolution as an ordinary resolution: "That Mr Mark Joiner be re-elected as a director of the Company."

By order of the Board:

Model

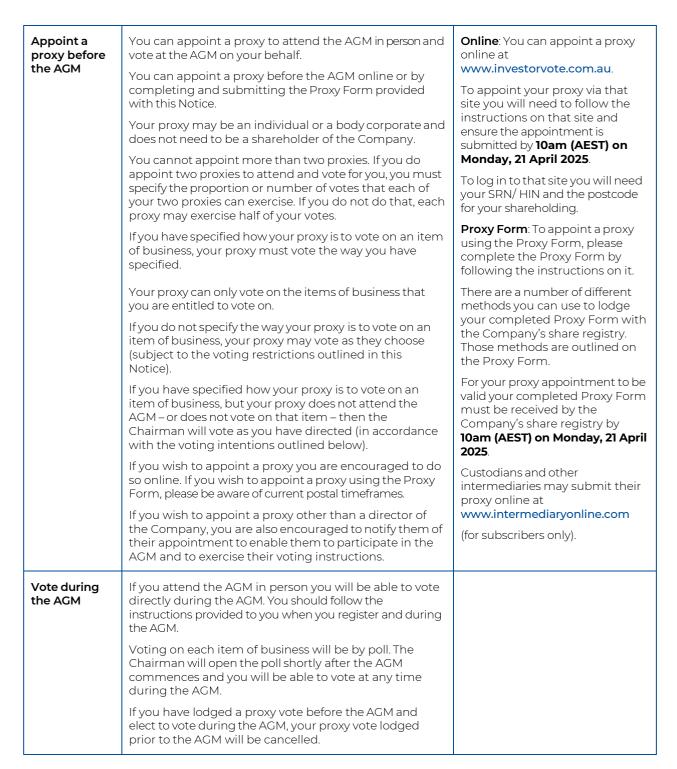
Vicki Letcher Company Secretary 21 March 2025

Am I eligible to vote at the AGM?

You are eligible to vote at the AGM if you are registered as a holder of ordinary shares in the Company at **7.00pm (AEST) on Monday, 21 April 2025**.

How can I vote?

Option	Details	Instructions
Cast your vote before the AGM	You can vote before the AGM online or by completing and submitting the Proxy Form provided with this Notice.	Online : You can cast your vote directly at www.investorvote.com.au.
	If you wish to vote before the AGM you are encouraged to do so online. If you wish to vote before the AGM using the Proxy Form, please be aware of current postal timeframes.	To cast your vote you will need to follow the instructions on that site and submit your vote by 10am (AEST) on Monday, 21 April 2025.
		To log in you will need your SRN/ HIN and the postcode for your shareholding.
		Proxy Form : To vote using the Proxy Form, you must complete the Proxy Form by following the instructions on it.
		There are a number of different methods you can use to lodge your completed Proxy Form with the Company's share registry. Those methods are outlined on the Proxy Form.
		For your vote to be valid your completed Proxy Form must be received by the Company's share registry by 10am (AEST) on Monday, 21 April 2025 .



What if I hold my shares jointly?

If you hold your shares jointly, you and the other holders may attend the AGM. However, if more than one joint holder votes using any of the options outlined above, only the vote of the holder named first in the register will be accepted.

How can I ask questions?

Shareholders can ask or submit questions using one of the options below. Questions should be relevant to the AGM, the conduct of the audit, the preparation and content of the auditor's report, the accounting policies





adopted by the Company in relation to the preparation of the financial statements, or the independence of the auditor in relation to the conduct of the audit.

Option	Details Instructions
At the AGM	If you attend the AGM in person, you will be able to submit questions when the Chairman invites them.
Before the AGM	 Shareholders can submit questions before the AGM: online via www.investorvote.com.au. To log in to that site you will need your SRN/HIN and the postcode for your shareholding; or by emailing questions to agm@latitudefinancial.com In either case, your questions need to be received by the Company's share registry by
	10am (AEST) on Wednesday, 16 April 2025

Corporate representatives

A body corporate who is a shareholder or proxy must appoint an individual as its corporate representative if it wishes to attend and vote at the AGM. If you are a corporate representative, you will need to provide evidence of your appointment as a corporate representative with the Company's share registry prior to the AGM or have previously provided the Company with evidence of your appointment.

Powers of attorney

If you appoint an attorney to attend and vote at the AGM on your behalf, or your Proxy Form is signed by an attorney, the power of attorney (or a certified copy) must be received by the Company's share registry by **10am (AEST) on Monday, 21 April 2025**, unless the power of attorney has previously been lodged with the Company's share registry. Powers of attorney may be submitted by post to the address for the lodgement of Proxy Form outlined on the Proxy Form.

Chairman's voting intentions

The Chairman intends to vote all available proxies in favour of items 2 and 3. If you appoint the Chairman as your proxy, or the Chairman is taken to be appointed as your proxy, and you have not specified the way to vote on an item of business, the Chairman will exercise your votes in favour of the relevant resolution (subject to the voting restrictions outlined in this Notice).

Chairman as proxy

If you appoint the Chairman as your proxy, or the Chairman is taken to be appointed as your proxy, and you do not mark a voting box for item 2, then by signing and returning the Proxy Form or by appointing your proxy online you will be expressly authorising the Chairman to exercise the proxy in respect of that item (even though the item is connected with the remuneration of the Company's key management personnel ('KMP')).

1. Item 2: Adoption of the Remuneration Report

Item 2 is connected with the remuneration of the Company's KMP. In accordance with the requirements of the Corporations Act, the Company will disregard any votes cast on item 2:

- (a) by or on behalf of a member of the Company's KMP whose remuneration details are included in the Remuneration Report for the year ended 31 December 2024, or their closely related parties, regardless of the capacity in which the vote is cast; or
- (b) as a proxy by a member of the Company's KMP as at the date of the AGM, or their closely related parties,

unless the vote is cast as proxy for a person entitled to vote on item 2:

- (c) in accordance with a direction provided by that person on the Proxy Form; or
- (d) by the Chairman, because the Proxy Form expressly authorises the Chairman to exercise undirected proxies even though the item is connected with the remuneration of the Company's KMP.

Explanatory Notes

General Information

These Explanatory Notes are important and should be read carefully.

If you have any questions regarding the matters set out in these Explanatory Notes (or elsewhere in the Notice), please contact the Company, your stockbroker or other professional adviser.

Item 1 – Financial Statements and Reports

The Corporations Act requires the Company's Financial Statements, Directors' Report and Auditor's Report for the year ended 31 December 2024 to be put before the AGM.

Although this item does not require a formal resolution to be put to the AGM in relation to these documents, shareholders and proxies will be given a reasonable opportunity to comment on and raise questions on the matters contained within them. Shareholders and proxies will also be able to ask questions of the Company's auditor who will be attending the AGM.

Item 2 – Adoption of the Remuneration Report

Shareholders will have the opportunity to comment on and ask questions about the Remuneration Report at the Meeting. The Remuneration Report is provided on pages 33 to 53 of the Company's 2024 Annual Report. It details the Company's remuneration policies and practices for KMP during the year ended 31 December 2024.

The vote on this item is advisory only and will not bind the Company nor its directors. However, the Board will take the outcome of the vote into consideration when reviewing the Company's remuneration policy and practices. The Corporations Act contains a "two strikes" rule in relation to remuneration reports. Briefly, if at two consecutive annual general meetings, 25% or more votes are cast against the resolution to adopt the Company's Remuneration Report, the Company must put a "spill resolution" to the second of those meetings. If 50% or more shareholders vote in favour of that "spill resolution", then the entire Company's board (except the Managing Director and certain newly appointed directors) are required to stand for re-election at a further general meeting which must take place within 90 days of the second of those meetings.

The directors recommend that shareholders vote in favour of item 2.

Item 3(a) – Election of Mr Ilfryn Carstairs

Mr Ilfryn Carstairs, who was appointed as a Non-Executive Director of the Company in January 2025, will retire at the AGM in accordance with Rule 10.7 of the Company's constitution and, being eligible, presents himself for election.

Mr Carstairs is the Director representative of Varde and is therefore not considered to be independent. Mr Carstairs is a Partner and Co-Executive Chair of Värde. He is a member of the firm's Investment Committee. Mr Carstairs joined the firm in 2006 in London and was named Partner in 2011. He previously served as CEO of the firm. Throughout his career, he has invested across a wide spectrum of financial assets ranging from corporate restructurings and liquidations to more actively traded opportunities. Before joining Värde, Mr Carstairs worked for Deutsche Bank London in the Financial Sponsors Group, and Pacific Equity Partners, an Australian leveraged buyout firm.

Mr Carstairs received a B.C. with First Class Honours from the University of Queensland, Australia and an M.B.A. from INSEAD, France.

Mr Carstairs has held no other listed company directorships in the last three years.

The directors (other than Mr Carstairs) recommend that shareholders vote in favour of Mr Carstairs's election.

Item 3(b) - Re-election of Mr Michael Tilley

In accordance with Rule 10.3 of the Company's constitution, Mr Michael Tilley will retire at the AGM and, being eligible, presents himself for re-election.

Mr Tilley was appointed to the Board in September 2020 and to the boards of other Latitude subsidiary entities in November 2015.

Mr Tilley served as CEO of Challenger Financial Services from 2004 to 2008, having previously been Deputy Chairman. Prior to Challenger, Mr Tilley was Chairman and CEO of Merrill Lynch (Australasia) Pty Ltd and Chairman of Mergers & Acquisitions for the Asia Pacific Region. Mr Tilley was also a non-executive director of ASX listed Orica from 2003 to 2013 and served as Chairman of ASX listed Hotel Property Investments and Tubi.

Mr Tilley holds a Post Graduate Diploma in Business Administration from Swinburne University and is a Fellow of the Australian Institute of Company Directors.

Mr Tilley currently serves as the independent Non-Executive Chairman of the Company.

Mr Tilley has held no other listed company directorships in the last three years.

The directors (other than Mr Tilley) recommend that shareholders vote in favour of Mr Tilley's re-election.



Item 3(c) – Re-election of Mr Mark Joiner

In accordance with Rule 10.3 of the Company's constitution, Mr Mark Joiner will retire at the AGM and, being eligible, presents himself for re-election.

Mr Joiner was appointed to the Board in March 2021 and to the boards of other Latitude subsidiary entities in March 2017.

Mr Joiner was the CFO of National Australia Bank Limited from 2008 to 2013, having previously worked for Citigroup in the United States and as a management consultant with Boston Consulting Group in Australia and the United States. He is also currently a director of Insignia Financial Limited (ex National Australia Bank's) asset management business, TAL Services Limited and Chairman of Pexa Limited.

Mr Joiner is a Chartered Accountant and holds a Master of Business Administration from the Melbourne Business School.

Mr Joiner currently serves as Chair of the Company's Risk Committee and is a member of the Audit Committee. He is considered to be an independent Director.

Mr Joiner has held no other listed company directorships in the last three years.

The directors (other than Mr Joiner) recommend that shareholders vote in favour of Mr Joiner's re-election.

Board's assessment of directors standing for election and re-election

The Board:

- has applied director appointment criteria, which includes consideration of the Company's Board skills matrix, to ensure the Board has the necessary skills and experience to discharge its accountabilities and responsibilities;
- assesses the skills, experience and existing workload of any prospective non-executive director against the appointment criteria as part of the ongoing Board renewal process and the performance of any director offering themselves for re-election; and
- prior to appointment, undertakes comprehensive background checks into a candidate's background and experience.

The Board also undertakes an annual review of its performance and practices, including an assessment of each director's individual performance. The Board considers the results of this annual review in determining whether to endorse a director standing for re-election or election at the AGM.

The Board also considers whether each director standing for re-election or election has sufficient capacity to undertake the duties expected of a director of the Company. The Board has concluded that Mr Carstairs, Mr Tilley and Mr Joiner each have sufficient capacity to undertake the duties expected of a director of the Company.

For personal use only





Need assistance?



Phone: 1300 850 505 (within Australia) +61 3 9415 4000 (outside Australia)

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Online: www.investorcentre.com/contact

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

Latitude Group Holdings Limited Annual General Meeting

The Latitude Group Holdings Limited Annual General Meeting will be held on Wednesday, 23 April 2025 at 10:00am (AEST). You are encouraged to participate in the meeting using the following options:

MAKE YOUR VOTE COUNT

To lodge a proxy, access the Notice of Meeting and other meeting documentation visit www.investorvote.com.au and use the below information:



Control Number: 184718 SRN/HIN:

For Intermediary Online subscribers (custodians) go to www.intermediaryonline.com

For your proxy appointment to be effective it must be received by 10:00am (AEST) on Monday, 21 April 2025.



ATTENDING THE MEETING IN PERSON

The meeting will be held at: Business Hub, Level 1, 130 Lonsdale Street, Melbourne, VIC 3000



LIVE WEBCAST

You will be able to watch the AGM via live webcast at the following link but will not be able to participate in the AGM via the webcast: https://meetnow.global/MNKVJPD

You may elect to receive meeting-related documents, or request a particular one, in electronic or physical form and may elect not to receive annual reports. To do so, contact Computershare.



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

Need assistance?



Phone: 1300 850 505 (within Australia) +61 3 9415 4000 (outside Australia)

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Online: www.investorcentre.com/contact



YOUR VOTE IS IMPORTANT

For your proxy appointment to be effective it must be received by **10:00am (AEST) on Monday, 21 April 2025.**

Proxy Form

How to Vote on Items of Business

All your securities will be voted in accordance with your directions.

DAPPOINTMENT OF PROXY

Voting 100% of your holding: Direct your proxy how to vote by marking one of the boxes opposite each item of business. If you do not mark a box your proxy may vote or abstain as they choose (to the extent permitted by law). If you mark more than one box on an item your vote will be invalid on that item.

Ovoting a portion of your holding: Indicate a portion of your voting rights by inserting the percentage or number of securities you wish to vote in the For, Against or Abstain box or boxes. The sum of the votes cast must not exceed your voting entitlement or 100%.

Appointing a second proxy: You are entitled to appoint up to two proxies to attend the meeting and vote on a poll. If you appoint two proxies you must specify the percentage of votes or number of securities for each proxy, otherwise each proxy may exercise half of the votes. When appointing a second proxy write both names and the percentage of votes or number of securities for each in Step 1 overleaf.

A proxy need not be a securityholder of the Company.

SIGNING INSTRUCTIONS FOR POSTAL FORMS

Individual: Where the holding is in one name, the securityholder must sign.

Joint Holding: Where the holding is in more than one name, all of the securityholders should sign.

Power of Attorney: If you have not already lodged the Power of Attorney with the registry, please attach a certified photocopy of the Power of Attorney to this form when you return it.

Companies: Where the company has a Sole Director who is also the Sole Company Secretary, this form must be signed by that person. If the company (pursuant to section 204A of the Corporations Act 2001) does not have a Company Secretary, a Sole Director can also sign alone. Otherwise this form must be signed by a Director jointly with either another Director or a Company Secretary. Please sign in the appropriate place to indicate the office held. Delete titles as applicable.

PARTICIPATING IN THE MEETING

Corporate Representative

If a representative of a corporate securityholder or proxy is to participate in the meeting you will need to provide the appropriate "Appointment of Corporate Representative". A form may be obtained from Computershare or online at www.investorcentre.com/au and select "Printable Forms".

Lodge your Proxy Form:

Online:

Lodge your vote online at

www.investorvote.com.au using your secure access information or use your mobile device to scan the personalised QR code.

Your secure access information is



Control Number: 184718 SRN/HIN: XX

For Intermediary Online subscribers (custodians) go to www.intermediaryonline.com

By Mail:

Computershare Investor Services Pty Limited GPO Box 242 Melbourne VIC 3001 Australia

By Fax:

1800 783 447 within Australia or +61 3 9473 2555 outside Australia



PLEASE NOTE: For security reasons it is important that you keep your SRN/HIN confidential.

You may elect to receive meeting-related documents, or request a particular one, in electronic or physical form and may elect not to receive annual reports. To do so, contact Computershare.

Step 1

Change of address. If incorrect. mark this box and make the correction in the space to the left. Securityholders sponsored by a broker (reference number commences with 'X') should advise your broker of any changes



XX

Please mark $|\mathbf{X}|$ to indicate your directions

Proxy Form

Appoint a Proxy to Vote on Your Behalf

I/We being a member/s of Latitude Group Holdings Limited hereby appoint

the Chairman	<u> </u>	PLEASE NOTE: Leave	e this box blank if
of the Meeting	<u>)</u>	you have selected the	Chairman of the
of the meeting	L	Meeting. Do not insert	your own name(s).

or failing the individual or body corporate named, or if no individual or body corporate is named, the Chairman of the Meeting, as my/our proxy to act generally at the meeting on my/our behalf and to vote in accordance with the following directions (or if no directions have been given, and to the extent permitted by law, as the proxy sees fit) at the Annual General Meeting of Latitude Group Holdings Limited to be held at Business Hub, Level 1, 130 Lonsdale Street, Melbourne, VIC 3000 on Wednesday, 23 April 2025 at 10:00am (AEST) and at any adjournment or postponement of that meeting

Chairman authorised to exercise undirected proxies on remuneration related resolutions: Where I/we have appointed the Chairman of the Meeting as my/our proxy (or the Chairman becomes my/our proxy by default), I/we expressly authorise the Chairman to exercise my/our proxy on Item 2 (except where I/we have indicated a different voting intention in step 2) even though Item 2 is connected directly or indirectly with the remuneration of a member of key management personnel, which includes the Chairman.

Important Note: If the Chairman of the Meeting is (or becomes) your proxy you can direct the Chairman to vote for or against or abstain from voting on Item 2 by marking the appropriate box in step 2.

Step 2	Items of Business	PLEASE NOTE: If you mark the Abstain box for an item, you are directing your proxy behalf on a show of hands or a poll and your votes will not be counted in computing the second			
		For	Against	Abstain	
Item 2	Adoption of the Remuneration Repor	t			
Item 3a	Election of Mr Ilfryn Carstairs				
Item 3b	Re-election of Mr Michael Tilley				
Item 3c	Re-election of Mr Mark Joiner				

The Chairman of the Meeting intends to vote undirected proxies in favour of each item of business. In exceptional circumstances, the Chairman of the Meeting may change his/her voting intention on any resolution, in which case an ASX announcement will be made.

Step 3 Signature of Se	ecurityhold	er(s) This se	ection must be completed.			
Individual or Securityholder 1	Securityholder 2		Securityholder 3		1	I
Sole Director & Sole Company Secretary Director		Director/Company Secretary		Date	3	
Update your communication details (Optional) Mobile Number		Email Address	By providing your email address, you consent to receive future Noti of Meeting & Proxy communications electronically		ce	
LFS				Computers	share	-+



LFSRM

MR RETURN SAMPLE 123 SAMPLE STREET SAMPLE SURBURB SAMPLETOWN VIC 3030

Dear Securityholder,

We have been trying to contact you in connection with your securityholding in Latitude Group Holdings Limited. Unfortunately, our correspondence has been returned to us marked "Unknown at the current address". For security reasons we have flagged this against your securityholding which will exclude you from future mailings, other than notices of meeting.

Please note if you have previously elected to receive a hard copy Annual Report (including the financial report, directors' report and auditor's report) the dispatch of that report to you has been suspended but will be resumed on receipt of instructions from you to do so.

We value you as a securityholder and request that you supply your current address so that we can keep you informed about our Company. Where the correspondence has been returned to us in error we request that you advise us of this so that we may correct our records.

You are requested to include the following;

- > Securityholder Reference Number (SRN);
- > ASX trading code;
- > Name of company in which security is held;
- > Old address; and
- > New address.

Please ensure that the notification is signed by all holders and forwarded to our Share Registry at:

Computershare Investor Services Pty Limited GPO Box 2975 Melbourne Victoria 3001 Australia

Note: If your holding is sponsored within the CHESS environment you need to advise your sponsoring participant (in most cases this would be your broker) of your change of address so that your records with CHESS are also updated.

Yours sincerely

Latitude Group Holdings Limited