

13 May 2026

## ZIP TO REBRAND ITS AUSTRALIAN PRODUCTS AND SERVICES

**Zip Co Limited** (ASX: ZIP) (“**Zip**”, or the “**Company**”) today announces that the High Court of Australia has delivered judgment in proceedings relating to Firstmac Limited’s trade mark infringement claim against Zip in Australia.

The outcome requires Zip (and relevant subsidiaries) to cease using the “Zip” trade mark in Australia in relation to its products and services, 28 days from today’s date or such other date as permitted by the Federal Court.

The decision does not impact Zip’s US business, which now represents circa 80% of divisional cash earnings, or Zip’s New Zealand business. There will be no change in the use of the “Zip” brand by these businesses.

Zip is prepared for this outcome and will use this opportunity to evolve its Australian brand, to ensure it best reflects its role as a digital-first financial services provider focused on helping Australians access fairer, smarter money. Further updates will be shared in the coming weeks.

This announcement was authorised for release by the Disclosure Committee.

– ENDS –

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### **About Zip**

Zip Co Limited (ACN 139 546 428) (ASX: ZIP) is a digital financial services company, offering innovative and people-centred products. Operating in two core markets - Australia and New Zealand (ANZ) and the United States (US), Zip offers access to point-of-sale credit and digital payment services, connecting millions of customers with its global network of tens of thousands of merchants.

Founded in Australia in 2013, Zip provides fair, flexible and transparent payment options, helping customers to take control of their financial future and helping merchants to grow their businesses.

For more information, visit: [www.zip.co](http://www.zip.co)

For any shareholding and registry service enquiries, please contact Computershare. Phone: 1300 850 505 (within Australia) or +61 3 9415 4000 (outside Australia). Shareholders who would like to receive email communications from Computershare for all future correspondence, visit <https://www.investorcentre.com/au>.

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