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ASX ANNOUNCEMENT

CEO Share Trading

Latitude Group Holdings Limited (ASX: LFS) today announces that, further to the 3Y released on the 14 March 2024 in respect of Managing Director and CEO (Robert Belan) trading ~1.45 million shares, he anticipates selling up to an additional 1.7 million shares in the Company from today until 31 May 2024, in accordance with the Company's Share Trading Policy.

The shares will be sold to fund personal tax liabilities. Post the anticipated sale, Mr Belan maintains a material shareholding in Latitude, retaining at least approximately 8.6 million shares and is one of Latitude's largest private individual shareholders. Mr Belan is contractually entitled to sell shares as part of his Employment Agreement which also requires him to maintain a minimum shareholding of 7 million shares for a period of 5 years post his commencement as Managing Director and CEO on 1 April 2023.

Authorised for release to the ASX by the Latitude Board.

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