Form 604

Corporations Law

Section 671B

Notice of change of interests of substantial holder

То	Company Name/Scheme	Experience Co Limited
ACN/ARSN		167 320 470
1.	Details of substantial holde	r (1)
Nam	ie	Richmond Hill Capital Pty Ltd ("Richmond Hill Capital") and its associates listed in Annexure A
ABN (if applicable)95 642 505		95 642 505 584
There was a change in the interests of the substantial holder on		s of the14/09/2023
The previous notice was given to the company on		e company on01/06/2023
The previous notice was dated		01/06/2023

2. Previous and present voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities (4)	Previous notice		Previous notice Present notice*	
	Person's votes	Voting power (5)	Person's votes	Voting power (5)
Fully Paid Ordinary Shares ("FPO")	93,627,472	12.42%	101,396,786	13.43%

3. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (6)	Consideration given in relation to change (7)	Class and number of securities affected	Person's votes affected
02/06/2023 to 14/09/2023	Refer to Annexure A	On market trades	\$1,714,204.98	7,769,314 FPO	7,769,314

4. Present relevant interests

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Nature of relevant interest (6)	Class and number of securities	Person's votes
Refer to Annexure A	Refer to Annexure A	Refer to Annexure A	Power to vote	101,396,786 FPO	Refer to Annexure A

5. Changes in association

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (9) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
N/A	

6. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Refer to Annexure A	Refer to Annexure A

Signature

Print Name	Edmon Odza	Capacity	Director
Sign Here	Δ	Date	14 / 09 / 2023

14 September 2023

Annexure A

This is page 1 of 1 of Annexure A referred to in Form 604 "Notice of change of interests of substantial holder"

Change in relevant interests

Date of change	Holder of relevant interest	Consideration given in relation to change	Class and number of securities	Person's votes affected
02/06/2023 to 14/09/2023	Richmond Hill Capital Pty Ltd ACN 642 505 584	\$1,714,204.98	7,769,314 FPO	7,769,314
	Level 4, 7 Howard Street, Richmond Vic 3121			

Present relevant interests

Holder of relevant interest	Registered holder of securities	Nature of relevant interest	Class and number of securities
Richmond Hill Capital Pty Ltd ACN 642 505 584	JP Morgan Nominees Australia Ltd	Investment Manager	101,396,786 FPO
Ovens Valley Pty Ltd ACN 618 963 821	Ovens Valley Pty Ltd	Relevant interest under section 608(3)(a) and/or 608(3)(b) of the Corporations Act 2001 (Cth).	101,396,786 FPO
E & M Odza Pty Ltd ACN 618 695 248	E & M Odza Pty Ltd	Relevant interest under section 608(3)(a) and/or 608(3)(b) of the Corporations Act 2001 (Cth).	101,396,786 FPO

The associated entities of $\ensuremath{\textbf{Ovens Valley Pty Ltd}}$ are: Alexander White

The associated entities of **E & M Odza Pty Ltd** are: Edmon Odza

Edmon Odza Director Richmond Hill Capital Pty Ltd