

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	Equity Story Group Ltd
ABN	84 653 383 478

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Shane White
Date of appointment	25 November 2024

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
400,000 fully paid ordinary shares (Shares)

Appendix 3X

Initial Director's Interest Notice

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest	Number & class of Securities
Note: Provide details of the circumstances giving rise to the relevant interest.	
Whitehouse Group Nominees Pty Ltd <S White Superfund A/C> The director is a director of the trustee and beneficiary of the superfund.	2,120,001 Shares 160,000 Unlisted options exercisable at \$0.10 expiring 3 August 2026
Ricob Investments Pty Ltd The director is a director and shareholder of the company.	1,007,692 Shares
Skin Capital Pty Ltd <Porpoise A/C> The director is a director of the trustee and beneficiary of the trust.	40,000 Unlisted options exercisable at \$0.10 expiring 3 August 2026

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	Equity Story Fixed Coupon Bond Issue, June 2023 Series maturing five years from issue and interest payable at 10% per annum.
Nature of interest	Bonds with a face value of \$80,000 held by Whitehouse Group Nominees Pty Ltd <S White Superfund A/C>; and Bonds with a face value of \$20,000 held by Skin Capital Pty Ltd <Porpoise A/C>
Name of registered holder (if issued securities)	
No. and class of securities to which interest relates	

+ See chapter 19 for defined terms.