Rule 3.19A.2

Appendix 3Y

Change of 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 30/09/01 Amended 01/01/11

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.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Shane White
Date of last notice	27 November 2024

Part 1 - Change of director's relevant interests in securities
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.

Direct or indirect interest	Direct and Indirect
Nature of indirect interest (including registered holder) 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. **Ricob Investments Pty Ltd** The director is a director and shareholder of the company. **Skin Capital Pty Ltd <Porpoise A/C>** The director is a director of the trustee and beneficiary of the trust. **Valli Jay Ehrlich** The director's spouse
Date of change	20 December 2024

+ See chapter 19 for defined terms.

No. of securities held prior to change	400,000 Shares (Direct) 2,120,001 Shares (Whitehouse Group Nominees Pty Ltd) 160,000 Options (Whitehouse Group Nominees Pty Ltd) 1,007,692 Shares (Ricob Investments Pty Ltd) 40,000 Options (Skin Capital Pty Ltd)
Class	Fully paid ordinary shares (**Shares**) Options exercisable at $0.10 expiring 3 August 2026 (**Options**)
Number acquired	1,000,000 Shares (Skin Capital Pty Ltd) 1,000,000 Shares (Valli Ehrlich)
Number disposed	Nil
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	$50,000 (estimated value)
No. of securities held after change	400,000 Shares (Direct) 2,120,001 Shares (Whitehouse Group Nominees Pty Ltd) 160,000 Options (Whitehouse Group Nominees Pty Ltd) 1,007,692 Shares (Ricob Investments Pty Ltd) 40,000 Options (Skin Capital Pty Ltd) 1,000,000 Shares (Skin Capital Pty Ltd) 1,000,000 Shares (Valli Ehrlich)
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	1,000,000 Shares issued in consideration for introducing an equity capital deal and executing the same and 1,000,000 Shares issued as a sign on bonus for his role as Chief Executive Officer as approved by Shareholders at the AGM.

Part 2 – Change of 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	N/A

+ See chapter 19 for defined terms.

Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	
Interest acquired	
Interest disposed	
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	
Interest after change	

Part 3 – +Closed period

Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?	N/A
If so, was prior written clearance provided to allow the trade to proceed during this period?	
If prior written clearance was provided, on what date was this provided?	

+ See chapter 19 for defined terms.