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ASX ANNOUNCEMENT

CEO Share Trading

Latitude Group Holdings Limited (ASX: LFS) today announces that, in accordance with the Company's Share Trading Policy, Managing Director and CEO Robert Belan anticipates selling up to 1.5 million shares in the Company from today until 27 March 2024.

The shares will be sold to fund personal tax liabilities, largely resulting from the sale of Symple Loans to Latitude, in which Mr Belan held a significant stake. Post the anticipated sale, Mr Belan maintains a material shareholding in Latitude, retaining at least approximately 10.2 million shares. He is one of Latitude's largest private individual shareholders, representing approximately 1% of issued capital. 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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