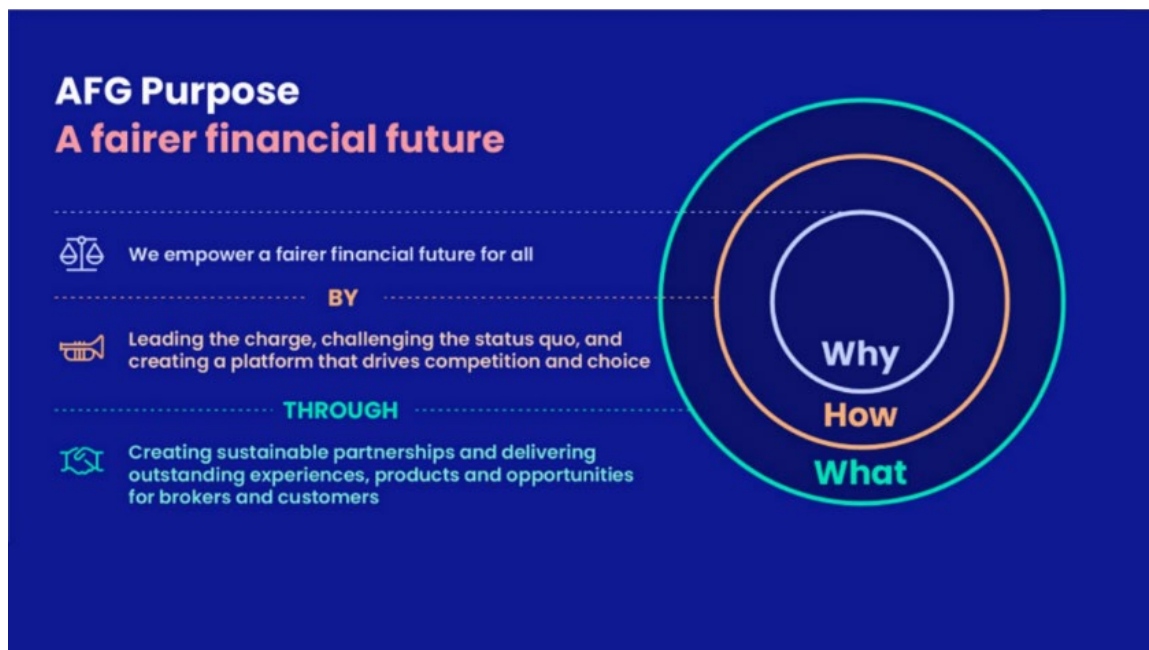


SHAREHOLDER COMMUNICATION STRATEGY

Adopted by the Board on 17 October 2024

Version 3.2

All AFG's policies and practices are intended to read in line with, and reflect, AFG's purpose of a fairer financial future and core values (IACT) as set out below.



Core values:

- **Integrity** – We do the right thing and hold ourselves and each other to the highest standard. We are known and respected for our commitment to honesty, trust and transparency;
- **Accountability** – We take ownership of our actions, behaviours, performance and decisions. We act with consistency, and we keep our commitments;
- **Customer Centric** – We earn our customers' trust by working in partnership with them to create solutions and deliver exceptional customer experiences. We listen, learn, and put our customers at the center of all we do; and
- **Team Player** – We empower and support those around us to achieve our shared purpose. We collaborate, we challenge ourselves and each other, and we're open, encouraging, and respectful of everyone we work with.

INTEGRITY
We do what's right



ACCOUNTABILITY
We see it through



CUSTOMER CENTRIC
We walk in their shoes



TEAM PLAYER
Together we make a difference



The Company aims to ensure that its shareholders are kept informed of all major developments affecting the state of affairs of the Company and have the opportunity to express their views to the Company on matters of concern or interest to them. Additionally, the Company recognises that the market, investing community and other interested stakeholders may wish to obtain information about the Company from time to time.

To achieve this, the board of the Company (**Board**) has adopted this communications strategy to facilitate and promote effective two-way communication with shareholders and encourage participation at general meetings.

The Company communicates information regularly to shareholders and other stakeholders through a range of forums and publications.

One of the Company's key communication tools is its website located at www.afgonline.com.au. The Company endeavours to keep its website up to date. Important information about the Company can be found under the section 'Corporate > Investors' on its website.

In addition to the material specifically referred to below, the 'Investor Centre > Corporate Governance' section of the website includes details of the following:

- the Company's constitution;
- the Company's Board and Board Committee charters; and
- the Company's core corporate governance policies (including the Company's Continuous Disclosure Policy, which describes the Company's general disclosure policy and obligations to ensure that the Company keeps the market fully informed of information which may have a material effect on the price or value of the Company's securities).

The website also contains a facility for shareholders to direct inquiries to the Company, and to elect to receive investor update communications from the Company via email (or to elect to discontinue receiving email communications from the Company). Where significant comments or concerns are raised by shareholders or their representatives, they will be conveyed to the relevant senior executives of the Company or the Board, as appropriate.

Shareholders have a right to elect to receive documents relating to their shareholding - such as dividend statements, the Annual General Meeting (**AGM**) notice of meeting and the Annual Report - electronically, or in physical paper copy, or not at all (in relation to the Annual Report only) by contacting the Company's share registry directly. Instructions on how to do this are contained on the Company's website.

Following the passing of the *Corporations Amendment (Meetings and Documents) Act 2022* (Cth) in February 2022, AFG issues notices of AGMs and extraordinary general meetings (**EGMs**) electronically where a shareholder has provided a valid email address or has not made any election, unless the shareholder has elected to receive a paper copy of these documents.

Other measures for communicating the following important aspects of the Company's affairs include:

- **Notices of meetings:** The Company places the full text of all notices of meetings and explanatory material on its website and the ASX company announcements platform.
- **AGM and EGM:** The Company encourages full participation of shareholders at its AGM each year and any EGM's held during the year. AFG holds 'hybrid' AGMs (where practicable) which means that shareholders can participate in the AGM physically in person and also online by logging into an online platform for the AGM which will allow shareholders to view proceedings of the meeting, submit questions and vote. At the AGM

and any EGM, time is allocated for any questions or comments by shareholders for the Board or management.

The Company also provides a full transcript of the Chair's and the Chief Executive Officer's AGM speeches on its website and on the ASX platform immediately prior to the AGM. The AGM transcript is also available in audio format via Open Briefing at <http://www.openbriefing.com>.

In addition, shareholders who cannot attend the AGM in person or online are given the opportunity to provide questions or comments ahead of the AGM. Where appropriate, these questions and comments will be addressed at the AGM, either by being read out and then responded to at the meeting or by providing a transcript of the question or comment and a written response at the meeting. All substantive resolutions at an AGM or EGM will be decided by a poll rather than by a show of hands. Shareholders are encouraged to lodge direct votes or proxies at the AGM and any EGM electronically via the online platform.

The Company's external auditor will attend the AGM and be available to answer shareholder questions about the conduct of the audit and the preparation and content of the auditor's report. The external auditor will also be allowed a reasonable opportunity to answer written questions submitted by shareholders to the auditor prior to the meeting or online during the meeting, as permitted under *the Corporations Act 2001* (Cth).

- **Annual Report:** The Company's Annual Report is available on its website and contains important information about the Company's activities and results for the previous financial year. Shareholders can elect to receive the Company's Annual Report as an electronic copy or in hard copy through the mail.
- **Announcements lodged with the Australian Securities Exchange Ltd (ASX):** All ASX announcements made to the market, including annual and half year financial results, are posted on the Company's website as soon as they have been released by ASX on its company announcements platform available at www.asx.com.au.
- **Presentations:** Copies of all investor presentations made to analysts and media briefings are posted on the Company's website and the ASX company announcements platform if appropriate, and where appropriate, the Company uses webcasting or teleconferencing of these presentations and briefings.
- **Press/media releases:** Copies of all press or media releases by the Company are posted to the Company's website.
- **Other information:** The Company provides a telephone helpline facility and an online email inquiry service to assist shareholders with any queries. Information is also communicated to shareholders by email to shareholders who have provided their email address and have not elected to receive communications in paper form.

Review of Policy

This document will be periodically reviewed to check that it is operating effectively and whether any changes are required to the document.

The Company's share registry contact details are as follows:

Share Registry	Link Market Services (which will be transitioning to a new name MUFG Pension and Market Services)
Email	registrars@linkmarketservices.com.au
Phone	+61 1300 554 474
Head Office Address	Level 12, 680 George Street, Sydney NSW 2000
Mailing Address	Locked Bag A14, Sydney South NSW 1235

Shareholder Communication Strategy History

1 May 2015	Strategy adopted by the Board.
24 September 2020	Strategy reviewed and amended and adopted by the Board.
24 October 2022	Strategy reviewed and amended and adopted by the Board.
17 October 2024	Strategy reviewed and amended and adopted by the Board.