

**POLICY ON**  
**SHAREHOLDER RELATIONS (BILATERAL CONTACTS WITH SHAREHOLDERS) OF**  
**LUXEXPERIENCE B.V.**

**1. General**

- 1.1 This policy is with respect to shareholder relations (bilateral contacts with shareholders) (the "**Policy**") of LuxExperience B.V. ("**Company**") pursuant to best practice provision 4.2.2 of the Dutch Corporate Governance Code.

**2. Bilateral contacts**

- 2.1 The Company is committed to maintaining an open and constructive dialogue with its shareholders and potential shareholders. The Company recognises that a dialogue with shareholders both in and outside the context of a general meeting form an integral part of this dialogue.
- 2.2 The Company reserves its right, to accept invitations from shareholders or from parties representing shareholders and to enter into such dialogue. The Company may also commence bilateral contact on its own initiative.
- 2.3 Upon receiving an invitation from one or more shareholders to enter into a dialogue with the Company outside the context of a general meeting, the Company may request such shareholder(s) to provide the Company in advance, and in writing, (i) all relevant information regarding the purpose of the bilateral dialogue, (ii) the topics and (iii) the view of such shareholder(s) on the matters proposed to be discussed during such bilateral dialogue. The Company will agree to a request to enter into a dialogue where the board of managing directors of the Company ("**Management Board**") deems this in the Company's best interest and the business affiliated with it.
- 2.4 Without prejudice to the general rule that the Management Board shall be guided by the interests of the Company and the business affiliated with it, the Company shall be free (i) to reject a request for bilateral contact, (ii) to terminate a bilateral contact at any point in time and (iii) is not obliged to initiate any bilateral contact.
- 2.5 Contacts with shareholders are dealt with by the Company's chief executive officer and/or the Company's chief financial officer. If authorized by the Company's chief executive officer or chief financial officer, contacts with shareholders may also be dealt with by the Company's director of investor relations, if any, and other representatives of the Company.
- 2.6 The Company adheres to all legal obligations relating to material non-public information and equal treatment of shareholders and does not discuss material or inside information that is not publicly known.
- 2.7 The Company shall provide an update of the Company's share performance and trading at the Company's general meeting. Briefings on annual and interim results may be distributed through press releases and presented to analysts and investors through conference calls, webcasts and (physical or online) presentations.
- 2.8 Announcements with respect to the interim and annual financial results, presentations, certain regulatory filings, other material announcements and corporate governance documents concerning the Company are published on the Company's website: [www.luxexperience.com](http://www.luxexperience.com).
- 2.9 The Management Board reserves the right to deviate from this Policy.

2.10 This Policy may be amended by the Management Board from time to time.