

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 EXPERIENCE CO LIMITED (EXP)
ABN 56 167 320 470

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	JOHN O'SULLIVAN
Date of last notice	13 OCTOBER 2021

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	Indirect
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	BT Wrap (Superannuation Fund) CLJOS Holdings Pty Ltd atf CLJOS Trust
Date of change	19 - 23 November 2021
No. of securities held prior to change	Indirect BT Wrap (Superannuation Fund) 129,776 Ordinary fully paid shares In accordance with the Company's Employee Incentive Plan (EEIP) CLJOS Holdings Pty Ltd atf CLJOS Trust 709,779 Service Rights 2,868,268 Performance Rights
Class	Ordinary fully paid shares Service Rights Performance Rights

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<p>Number acquired</p>	<p>In accordance with the Company's Employee Incentive Plan (EEIP)</p> <p>270,219 Ordinary fully paid shares issued following vesting of 2020 Service Rights</p> <p>401,671 Ordinary fully paid shares issued in satisfaction of 50% of FY21 STI award</p> <p>401,671 Service Rights granted in satisfaction of 50% of FY21 STI award</p> <p>941,058 Performance Rights granted subject to long-term vesting criteria</p>
<p>Number disposed</p>	<p>NA</p>
<p>Value/Consideration <small>Note: If consideration is non-cash, provide details and estimated valuation</small></p>	<p>Issue of Shares and grant of Service and Performance Rights - based on a VWAP of \$0.2723 (the 30 day VWAP of EXP shares traded on the ASX calculated up to and including 30 June 2021)</p>
<p>No. of securities held after change</p>	<p>Indirect</p> <p>BT Wrap (Superannuation Fund) 129,776 Ordinary fully paid shares</p> <p>CLJOS Holdings Pty Ltd atf CLJOS Trust 671,890 Ordinary fully paid shares</p> <p>841,231 Service Rights</p> <p>3,809,326 Performance Rights</p>

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<p>Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</p>	<p>In accordance with the Company's employee Incentive Plan (EEIP)</p> <p>270,219 Service Rights vested into Ordinary fully paid shares</p> <p>401,671 ordinary fully paid shares issued in satisfaction of 50% of FY21 STI award</p> <p>401,671 Service Rights granted in satisfaction of 50% of FY21 STI award</p> <p>941,058 Performance Rights issued subject to long-term vesting criteria</p>
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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	Not Applicable
Nature of interest	Not Applicable
Name of registered holder (if issued securities)	Not Applicable
Date of change	Not Applicable
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	Not Applicable
Interest acquired	Not Applicable
Interest disposed	Not Applicable
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	Not Applicable
Interest after change	Not Applicable

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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?	NO
If so, was prior written clearance provided to allow the trade to proceed during this period?	NA
If prior written clearance was provided, on what date was this provided?	NA

+ See chapter 19 for defined terms.