FRASERS GROUP PLC
Unit A
Brook Park East
Shirebrook
NG20 8RY United Kingdom

28 October 2026

Market Announcements Office
ASX Limited
Level 27, 39 Martin Place
SYDNEY NSW 2000

FRASERS GROUP PLC DECLARES OFFER PRICE BEST AND FINAL

Frasers Group plc (LSE:FRAS) (**Frasers**) refers to its on-market takeover bid under Chapter 6 of the *Corporations Act 2001* (Cth) (**Corporations Act**) for all the fully paid ordinary shares in Accent Group Limited (ABN 85 108 096 251) (**Accent**) that it or its associates do not currently own (**Offer**), as contained in the bidder's statement dated 15 June 2026, as supplemented by the first supplementary bidder's statement dated 10 August 2026 (**Bidder's Statement**).

Offer Price declared best and final

Frasers declares that the Offer Price of A$0.65 per Accent Share is **BEST AND FINAL** as to consideration and **WILL NOT BE INCREASED**.

Reasons to accept

As noted above, the Offer Price has been declared **BEST AND FINAL** and **WILL NOT BE INCREASED** and Frasers encourages Accent Shareholders to **ACT NOW AND ACCEPT** the Offer.

Frasers continues to believe that there are a number of reasons for Accent Shareholders to **ACCEPT** the Offer. These reasons include:

(a) no competing proposal has emerged in the more than 4-month period since the Offer was announced and Frasers considers the likelihood of one emerging now is very low;

(b) the Offer represents an opportunity for Accent Shareholders to **immediately realise value** for their Accent Shares;

(c) the Offer is unconditional and the Offer Price will be **paid in cash two Trading Days after acceptance of the Offer**, providing Accent Shareholders with certain and immediate value for their Accent Shares;

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(d) there is a risk that the trading price of Accent Shares may fall after the close of the Offer, particularly in view of the fact that Accent Shares have closed between A$0.65 and A$0.66 since 7 October 2026;

(e) Accent has continued to prioritise shareholder distributions during a period of material earnings pressure, increased borrowings and ongoing growth investment obligations, including under the Sports Direct retail agreement, an approach which Frasers considers is neither sustainable nor prudent; and

(f) Accent Shareholders that do not accept the Offer may remain exposed to the risks and uncertainties associated with a continued investment in Accent, which include potential exposure to risks associated with any future equity dilution resulting from any issue of securities that Accent may decide to make or any increased debt funding that Accent may decide to obtain in response to its recent subdued financial performance and future capital and operational expenditure requirements.

Offer Period

As announced on 18 September 2026, the Offer is scheduled to close at 4.00pm (Sydney time) on Friday, 29 January 2027. Details regarding how to accept the Offer are set out in the Bidder's Statement.

The Bidder's Statement is an important document, and Accent Shareholders should read it in its entirety. If Accent Shareholders have any questions in relation to the Offer, they should contact the Offer Information Line on 1300 572 527 (within Australia) or +61 3 9415 4634 (outside Australia) between 8.30am and 5.00pm (Sydney time), Monday to Friday (excluding public holidays). Please note that calls to these numbers may be recorded.

For the reasons set out above, Frasers urges Accent Shareholders to **ACT NOW AND ACCEPT THE OFFER**.

On behalf of Frasers Group plc

Christopher Wootton
Director
Frasers Group plc