THE LUX COLLECTIVE LTD

("The company")

DIVIDEND DECLARATION

Notice is hereby given that the Board of Directors of The Lux Collective Ltd has, at a meeting held on 02nd July 2025, declared a dividend of Rs 0.12 per share in respect of the financial year ending 30th June 2025. This dividend will be paid to all shareholders of the Company registered at close of business on 31st July 2025.

This dividend will be paid on or about 25th August 2025.

By Order of the Board The Lux Collective Ltd

02nd July 2025

The Lux Collective Ltd is registered in Guernsey (Company No. C219991).

The Board of The Lux Collective Ltd accepts full responsibility for the accuracy of the information contained in this communiqué.