

7 October 2025

Mr Mike Dunshea
Chief Financial Officer
Being AI Limited

By email: mike.dunshea@sendglobal.com

Dear Mr Dunshea

Being AI Limited (BAI) – Price Enquiry

We write with respect to the continuous disclosure obligations set out in the Listing Rules (**Rules**). Listing Rule 3.1.1 (**the rule**) is set out in the Schedule attached to this letter. In summary, this rule requires issuers to immediately disclose any Material Information to NZX Limited (**NZ RegCo**). The rule provides limited exceptions to this obligation. Material Information does not need to be disclosed where a reasonable person would not expect the information to be disclosed *and* where the information is confidential, and its confidentiality is maintained and where one of five safe harbours applies under Rule 3.1.2.

The price of BAI has increased from \$0.052, being the market close price on 8 September 2025 to \$0.10, being the price as at market open, Tuesday, 7 October 2025. This represents a total increase of 92%.

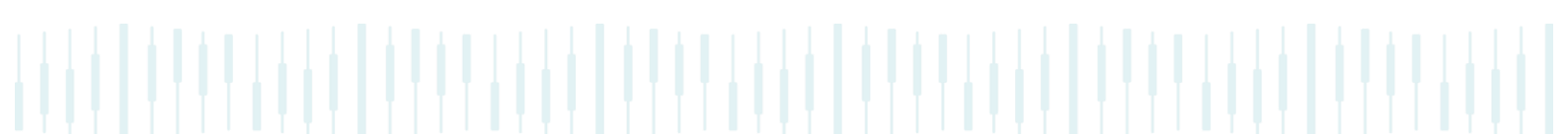
Given this increase in the price of BAI, please advise NZ RegCo whether BAI continues to comply with Listing Rule 3.1.1.

We would appreciate it if you could provide NZ RegCo with an answer to the above question (email: surveillance@nzregco.com) before 4:00pm today, Tuesday, 7 October 2025.

Please provide your response to this letter in "PDF" format and note that it will be published in full to the market.

Kind Regards,

Olivia Hooper
Surveillance Analyst
NZ RegCo Surveillance



SCHEDULE

3.1 Disclosure of Material Information

3.1.1 Once an issuer becomes Aware of any Material Information relating to it, the Issuer must:

- a) Promptly and without delay release that Material Information through MAP, and
- b) Not disclose any Material Information to the public, any other stock exchanges (except as provided for in Rule 3.26.2(d)) or any other party without first releasing that Material Information through MAP.

3.1.2 Rule 3.1.1 does not apply when:

- (a) One or more of the following applies:
 - i) Release of the information would be a breach of the law,
 - ii) The information concerns an incomplete proposal or negotiation,
 - iii) The information contains matters of supposition or is insufficiently definite to warrant disclosure
 - iv) The information is generated for internal management purposes, or
 - v) The information is a trade secret,
- (b) The information is confidential and its confidentiality is maintained, and
- (c) A reasonable person would not expect the information to be disclosed.

3.2 False Market

3.2.1 An Issuer must promptly and without delay release Material Information through MAP to the extent necessary to prevent development or subsistence of a market for its Quoted Financial Products which is materially influenced by false or misleading information emanating from:

- a. the Issuer or any Associated Person of the Issuer, or
- b. other persons in circumstances in each case which would give such information substantial credibility,

and which is of a reasonably specific nature whether or not Rule 3.1.2 applies.