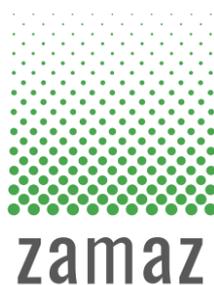


NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION, IN WHOLE OR PART, DIRECTLY OR INDIRECTLY, IN OR INTO OR FROM THE UNITED STATES, AUSTRALIA, CANADA, JAPAN, THE REPUBLIC OF SOUTH AFRICA OR ANY OTHER JURISDICTION WHERE SUCH DISTRIBUTION WOULD BE UNLAWFUL.

This announcement is an advertisement for the purposes of the Prospectus Regulation Rules of the Financial Conduct Authority ("**FCA**") and is not a prospectus nor an offer of securities for sale in any jurisdiction, including in or into the United States, Australia, Canada, Japan or the Republic of South Africa.

Neither this announcement, nor anything contained herein shall form the basis of, or be relied upon in connection with, any offer or commitment whatsoever in any jurisdiction. Investors should not subscribe for or purchase any securities referred to in this announcement except solely on the basis of the information contained in the prospectus referred to in this announcement (together with any supplementary prospectus, if relevant, the "**Prospectus**"), including the risk factors set out therein, published by Zamaz plc (the "**Company**") and its subsidiaries and subsidiary undertakings from time to time ("**Zamaz**") in connection with the proposed admission of ordinary shares of nominal value £0.000264640675961774 each in the capital of the Company (the "**Ordinary Shares**") to the standard listing segment of the Official List of the FCA ("**Standard Listing**") and to trading on the main market for listed securities ("**Main Market**") of London Stock Exchange plc (the "**London Stock Exchange**") (together, "**Admission**") by way of a direct introduction ("**Direct Listing**"). A copy of the Prospectus dated 30 August 2022 is available for inspection on the Company's website at <https://www.zamaz.tech/investors>.

2 September 2022



Zamaz

**Admission to a Standard Listing and to trading on the Main Market
of the London Stock Exchange by way of a
Direct Listing**

First day of dealings

Further to the announcement on 30 August 2022 in connection with its Direct Listing, Zamaz, the London-based technology driven e-commerce business, is pleased to announce that its entire issued share capital, comprising 708,059,435 Ordinary Shares, has today been admitted to a Standard Listing and to trading on the Main Market of the London Stock Exchange under the ticker "ZAMZ".

Dealings in the Ordinary Shares commenced at 8.00 a.m. today.

The Company's LEI is 2138004DZOY3JWDX5Q49, ISIN is GB00BMWW8Q93 and SEDOL code is BMWW8Q9

The Company is incorporated in England and Wales under the Companies Act 2006 (as amended) with company number 12167179.

About Zamaz

Zamaz is a technology driven e-commerce business that originates, acquires or licenses, operates and scales small and medium-sized brands with category-winning products on global marketplaces. With ever prolific customer data sources, the advent of turnkey e-commerce website platforms, such as Shopify, and a thriving ecosystem of third-party software integrators, the options available to launch and build brands that can be marketed, sold, and shipped online quickly and globally with limited risk have never been more compelling. Such marketplaces, led by Amazon and eBay, also provide connection to millions of consumers, and have become a first-choice route-to-market for a generation of micro and small and medium-sized enterprise businesses.

Zamaz mines and analyses data from such online retail technology platforms which provide significant insights into consumer shopping behaviour and trends and enable the business to deploy, market and sell an optimised portfolio of brands, products, packs and prices aligned with active, real-time consumer needs and demands principally on UK and EU Amazon marketplaces.

Zamaz currently undertakes the following key activities:

- creates, acquires or licenses, operates and scales online brands;
- promotes and trades its brands competitively through Amazon, other global marketplaces and on owned, direct-to-consumer websites;
- optimises product inventory forecasting and management, supply chain logistics and digital marketing; and
- operates market leading, cloud-based, third-party software solutions for inventory forecasting, warehouse management, supply chain logistics and digital marketing performance.

Zamaz aims to build a multi-national, multi-channel and multi-cultural on-line consumer goods business orientated around ecologically produced and health supportive brands and products, ethically sourced from all over the world.

Zamaz's principal brand is Ecomost, which offers a range of cleaning solutions for mobile phones, computer screens, keyboards and vinyl records and is a market leading ecological IT hygiene solution with full listings on the UK and six other European Amazon marketplaces.

Zamaz's latest brand acquisition, Bella Dispensa, is an Italian-based online marketplace operator of traditional, premium quality "Made in Italy" grocery food brands delivered directly from vendors to end consumers via a proprietary e-commerce platform.

The Company will seek to achieve value creation and growth by:

- designing, developing, acquiring or licensing and scaling category-leading Amazon native brands on the Amazon FBA service platform;
- acquiring or licensing and growing D2C brands by extending product ranges, multiplying direct and indirect distribution channels, and expanding in international markets;
- acquiring traditional retail businesses which have the characteristics to be developed into e-commerce powerhouses;
- developing or acquiring shop-front strategies to enhance awareness, availability and generate direct consumer sales; and
- aggregating and managing a Brand Portfolio, selling across multiple digital and physical retail, and wholesale channels.

Commenting, Zamaz CEO, Chris Hill said:

"Zamaz's Direct Listing on the Main Market of the London Stock Exchange will enable the Company to execute its strategy to expand and launch portfolio brands on Amazon internationally, and across a growing number of other third-party e-commerce marketplaces, social media and direct channels.

"E-commerce has been the fastest-growing retail shopping channel over the last decade, with the COVID-19 pandemic accelerating the shift online. Notwithstanding the current challenging economic backdrop, the Company is well positioned for continued growth."

The Company does not hold any Ordinary Shares in treasury. Therefore, the total voting rights figure of 708,059,435 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

- Ends -

Enquiries:

Zamaz plc

www.zamaz.tech

Chris Hill, CEO

c/o Walbrook PR Limited

Walbrook PR Limited

Paul Vann/Nick Rome/Joe Walker

Tel: 020 7933 8780 or 07768 807631
zamaz@walbrookpr.com

Epsilon Capital Limited and Innovative Finance S.r.l. are acting as strategic advisers to Zamaz.

Orrick, Herrington & Sutcliffe (UK) LLP is acting as legal adviser to Zamaz.

Important legal Information

The information contained in this announcement is for background purposes only and does not purport to be full or complete, nor does this announcement constitute or form part of any invitation or inducement to engage in investment activity. No reliance may be placed by any person for any purpose on the information contained in this announcement or its accuracy, fairness or completeness. The contents of this announcement are not to be construed as legal, financial or tax advice.

This announcement is not for release, publication or distribution, directly or indirectly, in or into the United States (including its territories and possessions, any State of the United States and the District of Columbia), Australia, Canada, Japan or the Republic of South Africa or in any other jurisdiction where, or to any person to whom, to do so would constitute a violation of applicable law or regulation. The securities mentioned herein have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the "**Securities Act**").

The securities referred to in this announcement may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. There will be no public offer of securities in the United States or in any other jurisdiction.

This announcement does not constitute or form part of any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any Ordinary Shares, CLNs, Warrants or any other securities, nor shall it (or any part of it), or the fact of its distribution, form the basis of, or be relied on in connection with, any contract therefor.

This announcement may include forward-looking statements, which are based on current expectations and projections about future events. These statements may include, without limitation, any statements preceded by, followed by or including words such as "target", "believe", "expect", "aim", "intend", "may", "anticipate", "estimate", "plan", "project", "will", "can have", "likely", "should", "would", "could" and any other words and terms of similar meaning or the negative thereof. These forward-looking statements are subject to risks, uncertainties and assumptions about Zamaz. In light of these risks, uncertainties and assumptions, the events in the forward-looking statements may not occur. Past performance cannot be relied upon as a guide to future performance and should not be taken as a representation that trends or activities underlying past performance will continue in the future. No representation or warranty is made or will be made that any forward-looking statement will come to pass. The forward-looking statements in this announcement speak only as at the date of this announcement.

The information in this announcement is subject to change. Persons viewing this announcement should ensure that they fully understand and accept the risks which will be set out in the Prospectus.

Persons considering making investments should consult an authorised person specialising in advising on such investments.

Each of Zamaz and its respective affiliates as defined under Rule 501(b) of Regulation D of the Securities Act, expressly disclaims any obligation or undertaking to update, review or revise any forward-looking statements contained in this announcement and disclaims any

obligation to update its view of any risks or uncertainties described in this announcement or to publicly announce the results of any revisions to the forward-looking statements made in this announcement, whether as a result of new information, future developments or otherwise, except as required by law.

Neither the contents of Zamaz's websites nor or any websites accessible by hyperlinks on Zamaz's websites are incorporated by reference into, and do not form part of, this announcement.