

THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION FOR THE PURPOSES OF ARTICLE 7 OF REGULATION 2014/596/EU, WHICH IS PART OF UNITED KINGDOM DOMESTIC LAW PURSUANT TO THE MARKET ABUSE (AMENDMENT) (EU EXIT) REGULATIONS (SI 2019/310) ("UK MAR"). UPON THE PUBLICATION OF THIS ANNOUNCEMENT, THIS INSIDE INFORMATION (AS DEFINED IN UK MAR) IS NOW CONSIDERED TO BE IN THE PUBLIC DOMAIN.

11 November 2022



Zamaz plc
"Zamaz" or "the Company"

Issue of Equity & Total Voting Rights

Zamaz Plc, the London-based international e-commerce and retail technology business, announces that it has today issued 3,470,820 Ordinary shares with nominal value £0.000264640675961774 each (the "Shares") at a price of £0.11 per share in payment for the acquisition by the Company's subsidiary, Bella Dispensa, of 72.61% of the issued capital of Eccellenze S.r.l.

Application has been made for the Shares to be admitted to trading on the London Stock Exchange ("Admission"). The Shares, which are fully paid, will rank pari passu in all respects with the existing shares. Admission is expected to occur on or around 16 November 2022.

Total Voting Rights

Following the issue of the Shares, the total issued share capital of the Company will consist of 711,530,255 Ordinary Shares with voting rights. The Company does not hold any Ordinary Shares in treasury, therefore, the total number of voting rights in the Company is 711,530,255 and this figure may be used by shareholders in the Company as the denominator for the calculations by which they will determine whether they are required to notify their interest in, or a change in their interest in, the share capital of the Company.

For the purposes of UK MAR, the person responsible for arranging release of this announcement on behalf of Zamaz is Martin Groak, Chairman.

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About Zamaz plc

Zamaz plc 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.