

INFORMATION CONCERNING THE TOTAL NUMBER OF VOTING RIGHTS AND SHARES

By 14 April 2025 (Date of publication of the prior notice in the BALO)

| Date of settlement | Total number | Number of | Number of voting | Number of actual voting |
|--------------------|--------------|-------------------|----------------------|-------------------------|
| of information | of shares | shares without | rights for threshold | rights (exercisable at |
| | | voting rights (*) | calculation (**) | shareholders' meeting) |
| April 14, 2025 | 20 455 403 | 813 843 | 22 282 875 | 21 469 032 |

(*) exclusively consisting of treasury shares.

(**) theoretical voting rights to calculate the threshold crossing including the voting right of treasury shares (article 223-11 of the General Regulations AMF).

About HighCo

As an expert in marketing and communication, HighCo supports brands and retailers in accelerating the transformation of retail.

Listed in compartment C of Euronext Paris, and eligible for SME equity savings plans ("PEA-PME"), HighCo has 450 employees.

HighCo has achieved a Gold rating from EcoVadis, meaning that the Group is ranked in the top 5% of companies in terms of CSR performance and responsible purchasing.

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Upcoming event

Publication take place after market close.

Quarterly Gross Profit

Q1 2025 Gross Profit: Tuesday, 29 April 2025
Q2 and H1 2025 Gross Profit: Tuesday, 22 July 2025
Q3 and 9-months 2025 Gross Profit: Wednesday, 15 October 2025
2025 Gross Profit: Wednesday, 28 January 2026

Analyst Meeting (French Society of Financial Analysts - SFAF)

2025 Half-year Earnings conference call at 10:00 a.m.: Thursday, 11 September 2025

Earnings

2025 Half-year Earnings: Wednesday, 10 September 2025



HighCo is a component stock of the indices CAC® Small (CACS), CAC® Mid&Small (CACMS) and CAC® All-Tradable (CACT), Euronext® Tech Croissance (FRTPR) and Enternext® PEA-PME 150 index (ENPME). ISIN: FR0000054231 Reuters: HIGH.PA Bloomberg: HCO FP For further financial information and press releases, go to <u>www.highco.com</u>.

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