



THE CONVENIENCE SHOP (HOLDING) PLC

C 87554

8, TCS Building, Luqa Road,
Qormi, QRM 9072,
Malta
(the “**Company**”)

COMPANY ANNOUNCEMENT

The following is a Company Announcement issued by the Company on the 3rd April 2025, in terms of the Prospects MTF Rules issued by the Malta Stock Exchange and the Capital Markets Rules issued by the Malta Financial Services Authority.

Quote

The Company announces that Mr Pierre Mizzi of Manor Court, Block A, Apartment 6, Triq il-Merluzz, Qawra, SPB1452, has been appointed as Chief Marketing Officer of the Group.

Mr Mizzi has over 30 years of experience in marketing communications, branding and design across various industries. In 1995, Mr Mizzi pioneered digital media in Malta by founding Logix Group, a design and advertising agency that helped various businesses establish an online presence. The venture expanded into successful offshoots, including DAAA Haus, a commercial interiors and product design studio with strong international ties.

Mr Mizzi’s most recent role was as Chief Marketing Officer at Alliance Real Estate Group, where he led the company’s 2020 rebrand and played a key role in expanding the group’s network from seven to thirty branches in under five years.

Mr Mizzi holds a Masters in Business Administration from MCAST in partnership with Haaga-Helia University of Applied Sciences.

There are no matters that require disclosure under Capital Markets Rules 5.20.5 to 5.20.9.

Unquote

Richard Deschrijver
Company Secretary

Date: 3rd April 2025