



# 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 29<sup>th</sup> September 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, as part of the Group’s ongoing strategic development, the Group’s retail operations currently trading under the brand ‘The Convenience Shop’ will be rebranded under two (2) distinct formats: ‘MyConvenience’, which shall be dedicated to community-based convenience stores, and ‘MySupermarket’ which represents the Group’s expansion into supermarket operations.

This rebranding reflects the Group’s strategy to modernise the customer experience and to build stronger connections with shoppers across Malta and Gozo. The new “MY” identity highlights a more personal approach to retailing, designed to make each outlet feel closer and more relevant to its customers.

This initiative forms part of a broader transformation programme under the leadership of the new executive team, with an emphasis on digitisation, price optimisation, store upgrades, and a more responsive approach to community needs.

#### Unquote

Richard Deschrijver  
Company Secretary

Date: 29<sup>th</sup> September 2025