
TARGET MARKET DETERMINATION under s.994B of the Corporations Act 2001 (Act)

Issued by: Eden Innovations Ltd A.C.N. 109 200 900 of Level 15, 197 St Georges Terrace, Perth, Western Australia, 6000 (**Company**)

Product: Free attaching options to acquire fully paid ordinary shares in the capital of the Company (**Shares**) to be issued to eligible shareholders who subscribe for Shares under the pro-rata non-renounceable entitlement issue announced by the Company to the ASX on 7 June 2024 (**Entitlement Offer**), on the basis of one (1) free attaching option for every two (2) Shares subscribed for under the Entitlement Offer (**EDEOD Options**).

Effective date: 14 June 2024

This target market determination (**TMD**) has been prepared by the Company in relation to the offer of free attaching EDEOD Options being made by the Company under a prospectus dated 14 June 2024 (**Prospectus**). A copy of the Prospectus is available on the Company's [website](#). Copeak Pty Ltd A.C.N. 607 161 900 has been appointed as the lead manager to the Entitlement Offer. This TMD forms part of the Company's design and distribution arrangements in relation to the new EDEOD Options.

The offer of the EDEOD Options will be made under the Prospectus. Any recipient of this TMD should carefully read and consider the Prospectus in full and consult their professional adviser if they have any questions regarding the contents of the Prospectus. Any recipient of this TMD who wants to acquire new EDEOD Options under the Entitlement Offer will need to complete the application form that will accompany the Prospectus or make an electronic payment that is made with information derived from that form. There is no cooling off period in respect of the issue of the new EDEOD Options. This TMD is not a disclosure document for the purposes of the Act, and therefore has not been lodged, and does not require lodgement, with the Australian Securities and Investments Commission (**ASIC**) nor does it contain a full summary of the terms and conditions of the new EDEOD Options.

This TMD does not take into account what you currently have, or what you want and need, for your financial future. It is important for you to consider these matters and read the Prospectus before you make an investment decision. The Company is not licensed to provide financial product advice in relation to the new EDEOD Options.

1. PRODUCT DETAILS, including key attributes

Under the Prospectus for the Entitlement Offer (which is being made on the basis of one (1) new Share for every two (2) Shares held by shareholders in the Company registered at 5:00pm on the record date specified in the Prospectus (**Eligible Shareholders**), at an issue price of \$0.002 per Share), each Eligible Shareholder who subscribes for Shares will be entitled to be issued one (1) new EDEOD Option for every two (2) Shares acquired, free of charge.

Each new EDEOD Option will be a listed option (ASX Code: EDEOD) to acquire one (1) Share, exercisable at a price of \$0.009 per Share up to and including 11 September 2026 (**Expiry Date**). Any EDOED Options not exercised by the Expiry Date will automatically lapse. Shares issued consequent upon the exercise of the EDEOD Options will rank equally in all respects with all of the issued ordinary Shares of the Company. A detailed description of the terms and conditions of the EDEOD Options are set out in the Prospectus.

2. TARGET MARKET

Factor	Target market
Description of Market	Eligible Shareholders who, in exercise of their entitlements under the Entitlement Offer or Shortfall Offer in the Prospectus, subscribe for new Shares under the Prospectus.
Investment Objective of persons in the Target Market	The Company expects that an investment in EDEOD Options will be suitable for Eligible Shareholders who wish to maintain/increase their exposure to equities in a small to mid-cap technology company listed on the Australian Securities Exchange (ASX) and are comfortable to participate in speculative investments.
Investment Timeframe	<p>The target market of investors will take a short to medium term outlook on their investment. Investors with a short-term outlook for their investment will benefit from an ability to trade the EDEOD Options (subject to there being adequate liquidity in the market for EDEOD Options) or to exercise the EDEOD Options and trade the underlying Shares issued on exercise should the exercise price of the EDEOD Options be lower than the trading price of the Shares. Investors with a medium-term outlook will benefit from an ability to exercise the EDEOD Options at any time up to the Expiry Date and increase their shareholding and exposure to the potential upside in the Company's Shares into the future.</p> <p>Given the need to pay the exercise price in order to acquire Shares, investors in the target market are in a financial position that is sufficient for them to invest their funds over a 2 1/4 year time horizon should they wish to exercise their EDEOD Options. Any decision to exercise the EDEOD Options is likely to be based on the trading price of the Shares.</p>
Investment Metrics	<p>While the Company does not have an established eligibility framework for investors based on metrics such as age, expected return or volatility, it is expected that the target market of investors will be able to withstand potential fluctuations in the value of their investment.</p> <p>The EDEOD Options are listed on the ASX but an investor's ability to trade them may be limited by a lack of liquidity in the market for the EDEOD Options and the trading price of the EDEOD Options. In order to exercise the EDEOD Options, an exercise price is required to be paid on or before the Expiry Date. Investors in the target market will need to be in a financial position to have sufficient available funds so as to facilitate an exercise of the EDEOD Options prior to the Expiry Date. After exercise, the investors' ability to liquidate the Shares acquired on exercise of the EDEOD Options may be limited by a lack of liquidity in the market for the Shares and the trading price of the Shares.</p> <p>The EDEOD Options offer no guaranteed income or capital protection.</p>

Risk

Despite the new EDEOD Options being issued at no charge, the Company considers that an investment in the EDEOD Options is highly speculative, such that an investment in the Company is not appropriate for an investor who would not be able to bear a loss of some or all of the investment. Investors should also have a sufficient level of financial literacy and resources (either alone or in conjunction with an appropriate adviser) to understand and appreciate the risks of investing in new EDEOD Options as an asset class generally and the more specific risks of investing in an Australian technology company.

3. DISTRIBUTION CONDITIONS

The offer of the new EDEOD Options under the Entitlement Offer in the Prospectus is only being made to Eligible Shareholders, and the Prospectus will only be despatched to Eligible Shareholders.

Any entitlements to Shares and accompanying new EDEOD Options not taken up under the Entitlement Offer will form a shortfall offer under the Prospectus (**Shortfall Offer**). Eligible Shareholders may also subscribe for additional Shares and accompanying new EDEOD Options above their entitlement under the Shortfall Offer.

Eligible Shareholders will only be issued with new EDEOD Options if they subscribe for Shares under the Entitlement Offer or Shortfall Offer under the Prospectus, on the basis of one new EDEOD Option for every two Shares subscribed for. In the Prospectus, the Company has outlined key risks for investment in the EDEOD Options and emphasised that investment in the EDEOD Options should be regarded as speculative.

The EDEOD Options will also be subject to the distribution condition that Eligible Shareholders will be provided with a copy of the Prospectus and access to this TMD before they apply for EDEOD Options. The Company will include on its web landing page for the Entitlement Offer a copy of this TMD and each Eligible Shareholder will also be able to access this TMD via their secure electronic account with the Company's share register. The personalised application form which accompanies the Prospectus will require Eligible Shareholders to confirm that they meet the eligibility criteria of the expected target market outlined in this TMD.

The Prospectus will include jurisdictional conditions on eligibility.

The Company considers that these distribution conditions will ensure that persons who invest in the new EDEOD Options fall within the target market in circumstances where personal advice is not being provided to those persons by the Company.

4. REVIEW TRIGGERS

The new EDEOD Options are being offered for the limited period set out in the Prospectus. It follows that the TMD will only apply in the period between the commencement of the offer of the new EDEOD Options and the issue of the new EDEOD Options shortly after the close of the Entitlement Offer (**Offer Period**).

To allow the Company to determine whether circumstances exist that indicate this TMD is no longer appropriate to the new EDEOD Options and should be reviewed, the following review triggers apply for the Offer Period:

- (a) a new offer of new EDEOD Options that requires preparation of a disclosure document is made after completion of the Offer Period;
- (b) any event or circumstance that would materially change a factor taken into account in making this TMD;
- (c) the existence of a significant dealing of the new EDEOD Options that is not consistent with this TMD. The Company does not consider that an on-sale of the new EDEOD Options on market is a significant dealing;
- (d) ASIC raises concerns with the Company regarding the adequacy of the design or distribution of the new EDEOD Options or this TMD; and
- (e) material changes to the regulatory environment that applies to an investment in the new EDEOD Options.

5. REVIEW PERIOD

If a review trigger occurs during the Offer Period, the Company will undertake a review of the TMD in light of the review trigger.

The Company will otherwise complete a review of the TMD immediately prior to the issue of new EDEOD Options under the Prospectus.

6. INFORMATION REPORTING

The reporting requirements of all distributors is set out in the table below.

Reporting requirement	Period for reporting to the Company by the distributor	Information to be provided
Whether the distributor received complaints about the new EDEOD Options.	<ul style="list-style-type: none"> • For such time as the Offer Period remains open, within 10 business days after the end of each quarter. • Within 10 business days after the end of the Offer Period. 	<ul style="list-style-type: none"> • The number of complaints received. • A summary of the nature of each complaint or a copy of each complaint.
A significant dealing of the new EDEOD Options that is not consistent with this TMD	As soon as reasonably practicable after the significant dealing occurs, but in any event no later than 10 business days after the significant dealing occurs.	<ul style="list-style-type: none"> • Details of the significant dealing. • Reasons why the distributor considers that the significant dealing is not consistent with this TMD.
A summary of the steps taken by the distributor to ensure that its conduct was consistent with this TMD	Within 10 business days after the end of the close of the offer of new EDEOD Options in accordance with the Prospectus.	A summary of the steps taken by the distributor to ensure that its conduct was consistent with this TMD.

7. CONTACT DETAILS

Contact details in respect of this TMD for the Company are:

Jamie Scoringe
Company Secretary
Tel: (+618) 9282 5889
e-mail: jscoringe@edeninnovations.com