**Standard Form TR-1**

**Standard form for notification of major holdings**

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| **NOTIFICATION OF MAJOR HOLDINGS** (to be sent to the relevant issuer and to the Central Bank of Ireland)i |
|  |
| **1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached**ii**:** Smurfit Kappa Group PLC (IE00B1RR8406) |
| **2. Reason for the notification** (please tick the appropriate box or boxes):[x] An acquisition or disposal of voting rights[X ] An acquisition or disposal of financial instruments[ ] An event changing the breakdown of voting rights[ ] Other (please specify)iii:  |
| **3. Details of person subject to the notification obligation**iv**:** |
| Name: UBS Group AG - UBS Investment Bank & Wealth Management | City and country of registered office (if applicable):Zurich, Switzerland |
| **4. Full name of shareholder(s)** (if different from 3)v:UBS AG  |
| **5. Date on which the threshold was crossed or reached**vi**:**02 July 2024 |
| **6. Date on which issuer notified:**04 July 2024 |
| **7. Threshold(s) that is/are crossed or reached:**3% (9.A) |
| **8. Total positions of person(s) subject to the notification obligation:** |
|  | % of voting rights attached to shares (total of 9.A) | % of voting rights through financial instruments (total of 9.B.1 + 9.B.2) | Total of both in % (9.A + 9.B) | Total number of voting rights of issuervii |
| Resulting situation on the date on which threshold was crossed or reached | 4.00% | 3.86% | 7.86% | 261’094’836 |
| Position of previous notification (if applicable) | 0.72% | 4.43% | 5.16% |  |

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| **9. Notified details of the resulting situation on the date on which the threshold was crossed or reached**viii**:** |
| **A: Voting rights attached to shares** |
| **Class/type ofshares**ISIN code (if possible) | **Number of voting rights**ix | **% of voting rights** |
| **Direct** | **Indirect** | **Direct** | **Indirect** |
| IE00B1RR8406 |  | 10’452’713 |  | 4.00% |
| **SUBTOTAL A** |  | **10’452’713** |  | **4.00%** |
|  |
| **B 1: Financial Instruments according to Regulation 17(1)(a) of the Regulations**  |
| **Type of financial instrument** | **Expirationdate**x | **Exercise/ Conversion Period**xi | **Number of voting rights that may be acquired if the instrument is exercised/converted.** | **% of voting rights** |
|  |  |  |  |  |
|  |  | **SUBTOTAL B.1** |  |  |
|  |
| **B 2: Financial Instruments with similar economic effect according to Regulation 17(1)(b) of the Regulations** |
| **Type of financial instrument** | **Expirationdate**x | **Exercise/ Conversion Period** xi | **Physical or cash settlement**xii | **Number of voting rights**  | **% of voting rights** |
| Swaps On Baskets | 01/08/2024-02/02/2027 |  | Cash | 10,066,157 | 3.86% |
| Equity Swaps | 18/02/2028 |  | Cash | 737 | 0.0003% |
|  |  |  | **SUBTOTAL B.2** | **10’067’594** | **3.86%** |
|  |
| **10. Information in relation to the person subject to the notification obligation** (please tick the applicable box)**:****[ ] Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer.**xiii**[X] Full chain of controlled undertakings through which the voting rights and/or thefinancial instruments are effectively held starting with the ultimate controlling natural person or legal entity**xiv**:** |
| **Name**xv | **% of voting rights if it equals or is higher than the notifiable threshold** | **% of voting rights through financial instruments if it equals or is higher than the notifiable threshold** | **Total of both if it equals or is higher than the notifiable threshold** |
| UBS Group AG |  |  |  |
| UBS AG |  |  | 7.85% |
|  |  |  |  |
| UBS Group AG |  |  |  |
| UBS AG |  |  | 7.85% |
| UBS Europe SE |  |  |  |
|  |  |  |  |
| UBS Group AG |  |  |  |
| UBS AG |  |  | 7.85% |
| Credit Suisse International |  |  |  |
|  |
| **11. In case of proxy voting: [*name of the proxy holder*] will cease to hold [% and *number*] voting rights as of [*date*]** |
|  |
| **12. Additional information**xvi**:** |

Done at Zurich on 04.07.2024