

16 June 2020

Appointment of CEO

Cellnet Group Ltd (Cellnet or the Company) wishes to announce that Mr. Alan Sparks has decided to retire as the Company's Chief Executive Officer. Mr. Sparks has led the Company as its Chief Executive for over six years after commencing with the Company in May 2014. During this period Mr Sparks took the Company from one that was making significant operating losses to a company that has delivered positive earnings for six consecutive years.

He was a driving force behind the development of the Company's own brand 3SixT, which has grown to be one of the leading mobile and tablet accessory brands in both Australia and New Zealand. During 2018 Mr. Sparks finalised the strategic acquisition of gaming distributor Turn Left Distribution. This acquisition provided the Company with diversification outside of its traditional mobile and tablet accessory space and into gaming, which during the Covid-19 crisis has been an outperforming business segment. More recently, Mr. Sparks successfully concluded the Company's \$5.03m capital raising this month. This capital raise along with improved trading conditions over the past two months leaves the Company's balance sheet in a strong state and positions the Company for future growth.

The Board has appointed Mr. Dave Clark as the Company's Acting Chief Executive Officer, and Mr. Sparks will work with the Board and Mr. Clark while a comprehensive search for a permanent Chief Executive Officer is undertaken. Mr. Clark has been Managing Director of the Company's business and operations in New Zealand for over 10 years. During this time, Mr Clark has formed key strategic relationships across all facets of the industry, which have been leveraged to drive a business segment that has continually outperformed the Company's expectations.

Mr. Michael Wendt, the Company's Chairman, stated "Mr. Sparks has made an incredible contribution to the Company over many years. While we understand his desire to retire at the end of a long and successful career, it is disappointing to lose such a high calibre individual. We wish Alan all the best and thank him for his years of dedicated service to Cellnet. We are also extremely pleased with the appointment of Mr. Clark as the Company's Acting Chief Executive Officer. His experience in successfully running Cellnet's New Zealand business, ensures continuity and stability in the Company's operations."

Mr. Clark stated "I'm excited about the opportunity to lead Cellnet into its next phase of growth and look forward to working closely with the Company's board, the broader Cellnet team and all of our trading partners to ensure that we all benefit from the many opportunities that lie ahead."

ENDS

Authorised for release by the Board

For further information, please contact Chris Barnes on 1300 235 563