



ASX / MEDIA RELEASE

## Limeade Adds VP of International Sales to Drive Continued Global Growth

SYDNEY, Australia and Bellevue, Washington. – 30 June 2020 – [Limeade](#) (ASX: LME, or the Company), an employee experience software company, today announces industry leader Martin Zelger as Vice President of International Sales.

In his new role, Zelger will be responsible for all European direct sales for Limeade, a key growth driver for the company, focusing on expanding the footprint of the pioneering Well-Being and award-winning Engagement solutions. Zelger will also work closely with his team and company leadership to generate new growth opportunities for the company.

"I was drawn to the Limeade mission to improve well-being in the world. I could not be more excited to work with this group of people, in this great culture, on this enormous opportunity — expanding critical international markets for Limeade," said Zelger. "It's clear that Limeade is transforming the employee experience in over 100 countries already, and I look forward to accelerating."

With over 20 years in global sales, Zelger brings a wealth of experience to the leadership team. As the previous Senior Vice President, International at Virgin Pulse, Martin was responsible for exponential growth in a territory consisting of over 180 countries, which he managed through nine global offices. As part of the senior leadership team, he was responsible for all operational aspects of the company.

"Martin makes the Limeade leadership team — and our whole company — stronger," said Limeade CEO Henry Albrecht. "He brings Limeade relevant experience, empathy and a track record of excellent performance. We're thrilled to have him on the team delivering care to big companies when they need it most."

Zelger holds a Doctorate in Business and Commerce from the University of Trento and a Bachelor of Science in International Business from the University of London, Imperial College.

*This release dated 30 June 2020 has been authorised for lodgement to ASX by Mr Toby Davis, Chief Financial Officer of Limeade and lodged by Mr Todd Richards, the Limeade ASX Representative.*

– ENDS –

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To learn more about the response of Limeade to COVID-19 please visit:  
<https://www.limeade.com/en/care-in-crisis-actions-you-can-take/>

## About Limeade

Limeade is an employee experience software company that helps build great places to work. The Limeade platform unifies employee well-being, engagement and inclusion solutions with robust communications capabilities. Recognized for its own award-winning culture, Limeade helps every employee know their company cares. To learn more, visit [www.limeade.com](http://www.limeade.com).

Limeade, Inc. Australian Registered Business Number 637 017 602, a public limited company registered under the Washington Business Corporation Act (UBI Number: 602 588 317).

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