



ASX RELEASE

## **Wisr appoints Chief Product Officer and Chief Strategy Officer** *Individuals with stellar track records bring their talents to Wisr*

**Sydney, 09 September 2020 - Wisr Limited (ASX: WZR) (ACN 004 661 205) (“Wisr”, or the “Company”)** is pleased to announce the appointment of former THE ICONIC Head of Product, Ben Berger and ex-CBA and Harvard, Yale, and Oxford Alumni, Dr. Lili Sussman, to Wisr’s newly created roles of Chief Product Officer and Chief Strategy Officer.

Dr. Lili Sussman joins the neo-lender in the newly created role of Chief Strategy Officer, where she will be focussing on growth and innovation, bringing her 16 years of experience in strategy, innovation, transformation, and social change to the Company. Dr. Sussman holds a PhD from Harvard University and degrees from Yale University and Oxford University. Prior to Social Ventures Australia, Dr. Sussman led strategy and innovation in a range of roles at Commonwealth Bank.

On her appointment to the role, Mr Nantes said, “This is a fantastic appointment and real coup for Wisr. Lili’s extensive experience in customer-centric innovation, strategy, and transformation is a truly exciting opportunity for the business, our stakeholders and customers. Her passion for problem solving complex social issues and developing evidence-based social change strategies will be integral in delivering Wisr’s vision to improve the lives of Australians through financial wellness. Her role will focus on M&A, both organic and inorganic growth, and helping us build a truly innovative company of real impact for all Australians.”

Dr. Sussman added, “Wisr is building a company around a clear social purpose, and in the FinTech world that is unique and courageous. It really attracted me to the company because no one has really managed to unlock the issue of financial wellness. Wisr is building something that will positively impact society and people’s lives, with positive change at the very heart of their business-model. I’m really looking forward to helping Wisr grow and make a tangible impact on the financial wellness of Australians.”

The new role of Chief product Officer was created to focus on Wisr’s Financial Wellness Ecosystem, product management and technology capability. Originally from the United Kingdom, Mr Berger comes to Wisr with over 19 years’ experience in product management, UX and technology innovation. He has studied at Oxford University, University of Manchester and Haifa University (Israel).

Wisr CEO, Anthony Nantes said on Mr Berger’s appointment, “Ben is a widely respected leader in his field and has a unique ability to quickly learn customer needs and relate those to a deeply technical product. His experience across all stages of the product life cycle, from analysing and formulating a market approach to building and delivering innovative tech-driven solutions that create amazing customer experiences and services, is remarkable. We are very excited to be welcoming Ben to Team Wisr.”

Mr Berger said on his appointment, “How Wisr is reinventing what a consumer lending company can be and their vision for financial wellness, really speaks to me. I’ve been so impressed by the purpose-driven model of the company and what the team has achieved in a very short period of time. I’m very excited to be bringing my expertise to the Wisr Ecosystem and continue to drive their truly innovative and market leading product strategy.”

**-ends-**

This announcement has been approved in accordance with the Company’s Continuous Disclosure Policy and authorised for release by the Board of Directors.



**For further investor enquiries, please contact:**

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**About Wisr Limited**

Wisr (ASX: WZR) is Australia's first neo-lender with a commitment to the financial wellness of all Australians, through providing a smarter, fairer and wiser collection of financial products and services. Wisr provides a unique financial wellness eco-system underpinned by consumer finance products, the Wisr App to help Australians pay down debt, WisrCredit.com.au the country's only credit score comparison service, combined with content and other products that use technology to provide better outcomes for borrowers, investors and everyday Australians.

For more information visit [www.wisr.com.au](http://www.wisr.com.au)