

ASX Announcement

3 June 2021

Key Executive Appointments

WOOBOARD TECHNOLOGIES LIMITED (ASX: WOO) ('WOO', 'Wooboard' or 'the Company') is pleased to announce that it has made two key executive appointments to lead the expansion of the technology and sales teams within the Company and better service global enterprise clients. The new hires will be tasked with identifying enterprises that will derive the most value from Wooboard's offering and establishing the business as a leading enterprise workforce mental health and wellbeing provider. The executive leadership team will work in conjunction with the new Head of Technology in creating, managing and delivering a robust roadmap for new technology, comprising of product features and services. The technology will be focussed on solving problems that enterprises are facing in the employee engagement space with an emphasis on overall wellbeing and workplace recognition.

JOHN SHEA – Head of Technology

Mr John Shea has been appointed **Head of Technology**. John has been building technology in and for start-ups for most of his career. He founded his first online e-learning business almost 20 years ago. He was the CTO and founder of a successful Swiss boutique investment company called Eniso Partners, focusing on quantitative and algorithmic investments. He led development and innovation at a DNA testing company called LifeLetters, which focussed on medical records and DNA Analysis. At LifeLetters he managed innovation in DNA marketplaces, online assistants, and the patent portfolio. John has provided technology strategy, technology advisory and run operations in IoT ventures (energy and water), mental wellbeing and wellness pathology start-ups. He created strategy, positioning and primary offerings for AI Consulting, AI Ventures and AI Schools. For the last few years John's focus has been on building technology capability within companies to create a sustainable competitive advantage.

JACKSON DUFFY – Head of Sales

Mr Jackson Duffy has been appointed **Head of Sales**. Jackson is an enterprise sales leader with almost a decade of experience working with a broad range of local and international SaaS technology businesses, including high-growth start-ups and Fortune 100 businesses. He has delivered outstanding results in numerous roles including, establishing and leading innovative sales, go-to-market and business development strategies to deliver critical milestones in emerging segments for businesses across the APAC region. Jackson has harnessed and leveraged opportunities to expand his knowledge and skills across Edutech with CSA, Telematics with Fleetmatics & Verizon Connect, Performance marketing with Partnerize and Research & Design with We Discover. Jackson brings a deep understanding of sales methodologies and how to effectively align technology companies' product offering with their business objectives.

John and Jackson both join the Wooboard team at an exciting stage for the Company, following the recent successful launch of Wooboard 2.0 (Refer ASX release 4 March 2021). The Company looks forward to their valuable insight and contributions as we continue develop our offering and expand our market opportunities in the rewards based mental health and well-being sector.



Commenting on the announcement, Wooboard Non-executive Chairman, Rumi Guzder, said:

"We are pleased to announce these two important executive hires for the Wooboard team as we continue to build on the recent success the Company has had following the launch of Wooboard 2.0. We will continue to build the team as we respond to the growing global market opportunity in USA, Europe and Asian regions for our rewards based mental health and well-being platform offering and remote working solutions."

-ENDS –

This announcement was authorised for release by the Board of Directors.

For further information, please contact:

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About Wooboard

WOOBARD TECHNOLOGIES (ASX:WOO) is an Australian-based software-as-a-service solutions company that provides enterprises with a range of services based on its proprietary employee reward, recognition and mindfulness platform, WooBoard. The focus is around creating happier and more productive employees by offering modules targeting mental health and wellbeing, skill building and performance optimisation of employees of large global enterprises.