



East 33 Limited

ASX ANNOUNCEMENT

For immediate release

Re-Alignment of the Board to Company Outlook

East 33 Limited (ASX:E33) today advises a change to the Board which is intended to complement our determined focus on increased production as well as specifically targeted sales execution.

With the evolution of the company shifting its initial mission of integrating multiple business operations, to its next phase of market readiness, the Board will continue to evolve accordingly. Commensurately, we follow the departure of Ms. Kara Hurry in February 2022, by today East 33 also announcing the resignation of Mr. Phillip Corne and appointment of Mr. Greg Daniel as Independent Director of East 33.

The Company would like to thank Mr. Corne for his contribution as Director since IPO in July 2021.

Mr Greg Daniel AM is widely regarded as one of Australia's leading marketing and stakeholder communications specialists. In a career spanning over four decades and still going strong, Greg has often been at the cutting edge of communication theory and practice, with his expertise often being sort by corporate boards, C-Suite Executives, and government policy makers.

Mr. Daniel is the ex KPMG Co-Lead of Social Media Advisory following KPMG's acquisition of SR7 a company founded by Mr. Daniel. Prior to this Mr Daniel was CEO and Deputy Chairman for 10 year of Clemenger BBDO. Additionally, Greg has held directorships with Tourism Australia, The Sydney Symphony Orchestra, NIDA, The Historic Houses Trust NSW and is currently a Director of the Australia Day Council of NSW. He was awarded the Order of Australia for his role as Chairman of the Communications Commission for the Sydney Olympic Games.

The Company is expecting to further reshape the Board and expects to announce significant new appointments to the Board.

"We are encouraged with the robustness of our market and core business opportunity. Our ability to enhance, sales channel mix provides a significant confidence in our ability to achieve margin growth without requirement for significant marketing spend. We remain steadfast in our objective to increase volume, reduce cost per unit and elevate achieved price per unit and elevating the profile of the Sydney Rock Oyster" said James Garton Executive Chairman on East 33.

Authorised for release by the Board of East 33 Limited

- Announcement Ends -

About East 33 Limited

East 33 is dedicated to pioneering the world's best oyster culture, by empowering the people behind it, caring for the places that support it, and delivering moments to be savoured. East 33 represents quality, a dedication to the authentic and an inspired future, focused on delivering a moment of joy.

East 33 is the largest vertically integrated Sydney Rock Oyster producer, processor, and supplier. Operations span all elements of the Sydney Rock Oyster industry from hatchery, nursery, and production farmers to processing facilities, eCommerce, ShellarDoor™ restaurant program, and international trade.

East 33's current operations are based in the Wallis Lake, Port Stephens and Manning River regions of NSW, and over 130 years of collective of farming knowledge. Learnings are being harnessed to deliver the next stage of improved breeding, technology, and sustainable farming techniques to propel the industry for generations to come.

Sydney Rock Oysters are extremely rare natively thriving in just 41 locations on the east coast of Australia centred on latitude 33 degrees – providing the namesake for East 33 Limited.

For further information, please contact:

Guy Burnett (Company Secretary), gb@east33.sydney, +61 2 8001 6310