

ASX Announcement

Energy Action appoint new CFO

28th April 2022 (SYDNEY): Energy Action Limited (ASX: EAX) (the 'Company' or 'Energy Action') is pleased to announce the appointment of Simon Smith as Chief Financial Officer (CFO). Simon will join Energy Action in May 2022.

Simon Smith is an experienced ASX/TSX Chief Financial Officer and Company Secretary. A key executive in leadership and strategy execution within growth-driven companies, Simon has managed the implementation of over \$500M in capital raisings (debt and equity) and IPOs.

Murray Bleach, Chairman of Energy Action, said, "I am delighted that Simon Smith will join us as CFO. He brings the right blend of strategy and finance experience to the role, and we look forward to his contribution as we progress with our turnaround and building future growth."

Commenting on the appointment, Energy Action Executive Director and Interim CEO Bruce Macfarlane said, "Simon Smith will be a strong addition to our team. Simon's deep capital markets experience and entrepreneurial technology experience will help us build an energy platform that makes it easier for our customers to understand their energy contracts, reduce their emissions and lower their costs."

"With the appointment of Simon Smith, the Company is well placed to deliver its sales, technology, and net zero service strategies. Over the past three months, recruitment has been a priority. In addition to the CFO role, we have expanded our sales team in Sydney, Melbourne, and Brisbane."

Simon will liaise with the existing CFO, Tracy Bucciarelli, to ensure a smooth transition and comprehensive handover of responsibilities.

Biographical information

Simon Smith is currently the Chief Financial Officer and Company Secretary of Heron Resources Ltd having held that position since 2012. He was also the founder of CFO Source from 2004 to 2012. Before these positions, Simon was the CFO at Betcorp Limited (ASX.BCL) and Chief Operating Officer at Universal Data Interface Corp (UDICo). He spent the early part of his career in Ernst & Young's e-Commerce Group and Entrepreneurial Services Division.

Simon holds a Bachelor of Business from the University of Technology, Sydney and is a member of the Australian Institute of Chartered Accountants.

About Energy Action

Energy Action Limited (ASX.EAX) is an energy procurement and energy management service provider located across Australia. The business began in 2000 and now delivers energy services to over 7,000 clients.

This announcement has been approved for release by the Board. For further information, please contact:

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