

## 99L Appoints Scott Sheng as Executive Director

### Highlights

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- **99L CEO Mr. Scott Sheng appointed Executive Director effective 31 May 2022**
- **Previously led the sales and operations teams to achieve significant growth of the business**
- **Mr. Shujie Zhou appointed as Leader of the Technology**
- **Dr. Tao Wen has stepped down as Executive Director and Chief Technology Officer**

99 Loyalty Limited (ASX:99L) (**99 Loyalty Technology** or the **Company**) is pleased to announce the appointment of Mr. Scott Sheng to Executive Director and Mr. Shujie Zhou as Leader of Technology.

Mr. Scott Sheng, the current CEO of 99 Loyalty, has been appointed the Executive Director to replace Dr. Tao Wen. Mr. Sheng was appointed the Chief Executive Officer (CEO) role in January 2022. Mr. Sheng joined the management team when the Company was established and has led the sales and operation team enabling it to achieve significant development of the businesses. The Board welcomes Mr. Sheng in his new role with an effective appointment date as Executive Director is 31 May 2022.

Mr. Shujie Zhou, current Senior Research & Development director, has been appointed the leader of technology effective 31 May 2022. Mr. Zhou is experienced in the establishment and management of technology R&D team at 99 Loyalty Technology. As a core team leader, he has participated and managed the development of the Company's technology and service platforms. Mr. Zhou joined the Company in 2013 and has over 10 years Research & Development experience, responsible for the overall planning, design and development of medium and large-scale Internet projects. Prior to joining 99 Loyalty Technology, he worked as a computer architect at Handpay and held the position of Operations director at CIIC human resources management consulting company.

Dr. Tao Wen has stepped down as an Executive Director and CTO of the company for personal reasons. The resignation is effective 31st May 2022. The Board extends its thanks to Dr. Wen for his valued contribution to the company.

**-ENDS-**

Released with authority of the board.

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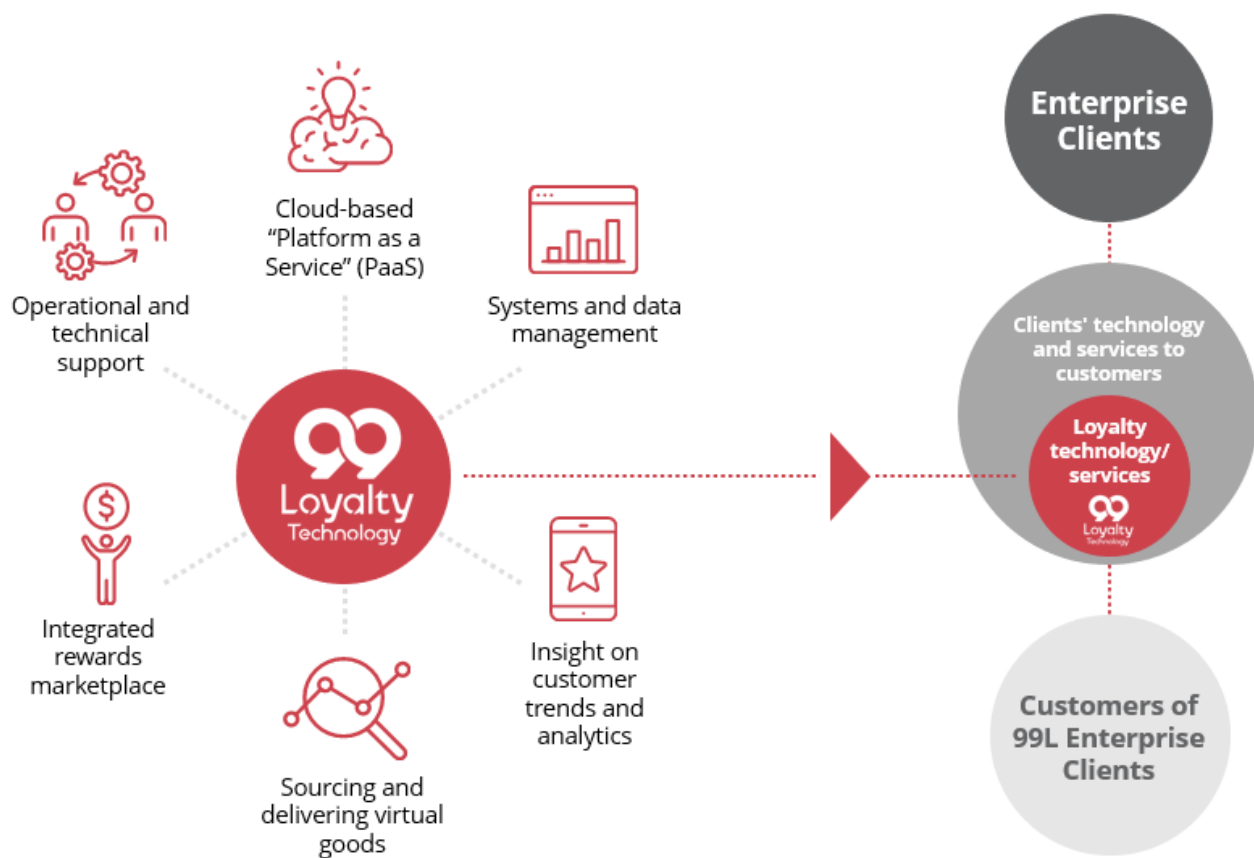
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## About 99 Loyalty

99 Loyalty Technology delivers the platform and insights that enables China's leading banks and insurance companies to enhance customer loyalty and win new business.

99 Loyalty Technology is a business to business (B2B) enterprise technology solution with greater than 200 enterprise clients. It delivers the "technology behind the scenes", integrating seamlessly into the client's own ecosystem. This allows users to interact in the client's ecosystem as per normal, with an enhanced experience. The enterprise client benefits from access to a full suite of technology services – which ranges from security to full analysis, virtual goods and payments.



99 Loyalty Technology's Redemption Management Technology helps clients acquire and retain customers through loyalty programs. 99 Loyalty Technology provides the technology platform to manage rewards points, manage points redemptions, and the sourcing and delivery of rewards within the client's own digital assets. This service is predominantly used by Chinese banks.

99 Loyalty Technology's Interactive Marketing Technology helps clients acquire and retain customers through interactive marketing campaigns. 99 Loyalty Technology provides the technology platform that includes drawing customers into the client's app, gamification of app activities, and the sourcing and delivery of rewards for that activity. This service is predominantly used by Chinese insurance companies. Importantly 99 Loyalty Technology is also licensed to use its technology platform for brokering insurance policies in China.