



ASX ANNOUNCEMENT

6 January 2023

Appointment of New Chief Financial Officer

[CardieX Limited](#) (ASX: CDX) (CardieX, the Company), is pleased to announce the appointment of Reid Yeoman as the group's new US Based Chief Financial Officer (CFO) commencing in January 2023.

Reid's appointment and experience as a US Based CFO is aligned with the Company's broadening focus in US pharma and consumer health product markets, and is timely as CardieX seeks to put in place the required local financial processes, systems and rigor required head of anticipated product development and launches over the coming year. In addition, Reid's experience as CFO of a NASDAQ listed company is demonstrative of CardieX's commitment to the previously announced plans to position itself for a potential US dual listing.

Mr Yeoman joins CardieX as a full-time employee, and over the coming ESOP grant and approval cycle, will be awarded ESOP grants commensurate with his role. He will continue to be supported by the Company's Australian financial function (as currently overseen by Executive Director Jarrod White) which will provide both a transition of current knowledge and ongoing assistance to various ASX and Australian regulatory requirements/reporting.

About Reid Yeoman

Reid is an experienced CFO and Financial Analyst having held a number of senior positions with high-profile global companies based in the US. Reid spent more than three years as the CFO at Digital Brands Group, almost two years as CFO at Hurley, and approximately two and a half years at Nike as Finance Manager and Finance Director for Strategic Investments. Prior to Nike, Reid spent four years in various financial roles at Qualcomm. At Digital Brands, Reid was also part of the core team that successfully drove that company's listing on NASDAQ.

Reid holds an MBA from UCLA Anderson School of Management and a BA, Law & Society from UC Santa Barbara. He is based in Orange County, California, together with CardieX's CEO and other key executives.

Craig Cooper, CEO & Managing Director commented:

"I am excited to have Reid join our global team. He has relevant and specific experience with a number of leading US companies, which will be invaluable as the Company prepares for the launch of new products in 2023. Reid also has significant corporate experience in funding and financial management which is important as we work to position ourselves for a potential USA listing in the New Year."

Approved by the Board of Directors and Released by Jarrod White, Director.

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About CardieX

CardieX is a health technology company specializing in vascular biomarkers for the world's largest population health disorders. Its [ATCOR](#) subsidiary is a world leader in specialist medical devices for hypertension, cardiovascular disease, and other vascular health disorders based on the Company's "gold standard" SphygmoCor® central blood pressure technology. CardieX's [CONNEQT](#) subsidiary develops and markets medical devices, digital solutions, and wearables for home health, primary clinician, and decentralized clinical trials. CardieX is listed on the Australian Stock Exchange (ASX:CDX).