

08 March 2023

The Manager  
Market Announcements Office  
Australian Securities Exchange  
Level 5, 20 Bridge Street  
SYDNEY NSW 2000  
By electronic lodgement

### **APPOINTMENT OF NEW PULSE MARKETS CEO**

BIR is pleased to announce with the upcoming acquisition of Investor Centre Pty Ltd (“**Investor Centre**”), the appointment of a new CEO for Pulse Markets AFSL 220383 (“**Pulse**”).

Trishella Geitz, existing CEO of Investor Centre will take up the position of CEO of Pulse with effect following the completion of the acquisition of Investor Centre by BIR (see ASX announcement 7 March 2023). Until this time Trishella will act as Interim CEO of Pulse.

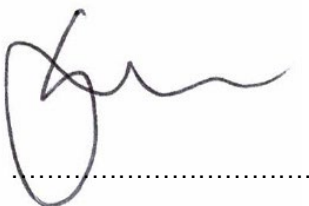
Trishella has had more than 15 years of wholesale and retail business in Investor Centre and will now add her expertise to expanding the Pulse Markets business as effectively integrating both organisations.

Trishella is looking to ensure that both organisations integrate accounting and management systems and co-ordinate cross pollination of Investor Centres extensive data base with Pulse Markets brokers and agents to boost Pulse output.

Her contacts and experience with external brokerage houses will assist in creating greater opportunities for Pulse Authorised Representatives.

Trish has co-ordinated brokerage operations with City Index, Go Markets, Saxo, and CMC to mention a few. She will also take on co-ordination of the current Morrisons and FP Markets broker arrangements to maximise wholesale and retail opportunities for clients.

Authorised for release by the board of BIR Financial Limited.



Greg Starr  
Company Secretary  
BIR Financial Limited