SOVEREIGN CLOUD
HOLDINGS LIMITED

20 March 2023

Appointment of Chief Marketing Officer and Business Update

Sovereign Cloud Holdings Limited ("SOV" the "Company"), trading as AUCloud, would like to update the market on initiatives underway since the appointment of new CEO Peter Maloney on 30 January 2023.

The company is pleased to advise Mr Rafe Berding has been appointed to the position of Chief Marketing Officer (CMO).

As CMO, Mr Berding will be responsible for amplifying AUCloud's go to market strategy and partner engagement programs. Mr Berding joins AUCloud from Dye & Durham Australia, where he was most recently Chief Revenue Officer. Prior to the acquisition of GlobalX, by Dye & Durham, Mr Berding previously held the role of CEO of a GlobalX subsidiary The Search People and CMO of GlobalX.

Mr Maloney said, "Rafe brings to AUCloud significant experience in building revenue through digital engagement, industry thought leadership and building brand equity. With AUCloud now having built three best-in-class Sovereign Cloud Services in Canberra, Sydney & Brisbane, and soon launching in Melbourne, I am delighted that Rafe has joined me to lead the process of transitioning AUCloud to being a sales driven organisation that delivers highly secure customer driven solutions, through leveraging the capital invested to build the Sovereign Cloud Solutions."

The CEO's strategic review of AUCloud will be completed in the coming weeks. An early outcome of the strategic review; the CEO undertook a restructuring exercise that reduced labour cost by 15%. As part of these changes, CRO Simon Denney has concluded his role and the company thanks him for his service.

AUCloud expects to provide further insights into the strategic review in the coming weeks.

ENDS

This ASX announcement was authorised for release by AUCloud's Board of Directors.

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About AUCloud

AUCloud is Australia's sovereign cloud Infrastructure-as-a-Service (IaaS) provider, exclusively focused on the Australian Government, Defence, Intelligence, Critical Industry communities and security conscious enterprises.

Located, owned, and operated in Australia by security cleared Australian citizens, all AUCloud services and the hosted data, remains in Australia. This includes customer data, account data, metadata, support and administrative data and derived analytics data.

AUCloud is Certified Strategic in accordance with the DTA's Hosting Certification Framework, Cloud Assessed and Authorised under the Australian Cyber Security Centre's framework to support Protected data, a VMware Sovereign Cloud Provider and ISO27001 certified across all aspects of the business.

AUCloud enables customers to benefit from sovereign data protection with the scale, automation, elasticity, and lower costs associated with hyperscale public cloud offerings.

For further information, please visit: AUCloud – Australian Sovereign Cloud (www.australiacloud.com.au)

ASX Announcement (SOV)

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