

APPOINTMENT OF NON-EXECUTIVE DIRECTOR - ALAN SPARKS

BirdDog Technology Limited (ASX: BDT) ("**BirdDog**", "**BDT**" or the "**Company**"), the global leader in broadcast quality, software-enabled video solutions, is pleased to announce the appointment of Alan Sparks to its Board of Directors as a non-executive director effective today. This appointment is part of the Company's Board renewal strategy focussed on BirdDog business matter experts, greater independence, governance and new market expertise.

A highly accomplished and qualified director with extensive experience in board governance, business development, organisational growth, turnaround and M&A, Alan brings a wealth of skills to BirdDog having a proven track record in both global multi-national, medium-sized and small businesses, as well as ASX-listed expertise.

Alan is currently serving as the Chair of an ASX-listed (ASX: HT8) online IT and consumer electronics retailer and as the Chair of Pacificomm Group Ltd, a Pacific consumer electronics distributor. Previous executive roles include as CEO of Cellnet Group Ltd (formerly on the ASX), Senior Vice President at Philips Consumer Electronics (APMEA), President of Carrier Corporation Asia Pacific and Vice President at Belkin Asia Pacific.

With an extensive understanding of IT, global manufacturing, logistics businesses, governance and emerging technologies, Alan has deep connections throughout Asia Pacific. Alan has served on multiple boards and is armed with high-calibre commercial acumen, providing valuable insights into the trends shaping the Information Technology markets.

Alan is a Chartered Accountant and a Graduate of the Australian Institute of Company Directors.

Commenting on the appointment, Board Chair John Dixon said:

"The Board is delighted to welcome Alan, whose distinguished career in technology has encompassed a versatile combination of operational, management and director roles in many countries. Our commitment to fostering a well-balanced, seasoned and synergistic team of non-executive directors dedicated to moving the Company forward and collaborating seamlessly with the management team remains steadfast. Alan's inclusion marks a pivotal step in our comprehensive board renewal process and we eagerly anticipate keeping shareholders informed of further developments."

- Ends -

Authorised for release by the BirdDog Technology Board

***Easy to use Technology to help Broadcast your 'wow'.
Reach more people, with more impact, more often.***

For further information please contact:

Barry Calnon

Chief Financial Officer

+61 433 026 494

barry@birddog.tv

Sam Wells

Investor/Media Relations

+61 427 630 152

sam@nwrcommunications.com.au

ABOUT BIRDDOG

BirdDog is a global broadcast-quality video technology company that enhances the resolution, speed and flexibility of video through a range of software-led solutions, augmented with NDI® (Network Device Interface).

This enables video-compatible products to communicate, deliver and receive high-definition video over a computer network in a broadcast-quality, low-latency manner, that is frame accurate and suitable for switching in a live production environment.

BirdDog develops and manufactures a range of connected workflows and software solutions, including:

- Pan-tilt-zoom (PTZ) Cameras
- Box Cameras
- Converters
- AV Products
- Controllers & Accessories
- Monitors
- NDI® Embedded Smart Display Modules
- Cloud Software Platforms

End users of BirdDog's products cover a wide range of market segments, including Professional Video, Broadcast, Audio Visual and large private and public sector organisations.

For more information on BirdDog, please visit www.birddog.tv

WELCOME TO THE WORLD OF NDI®. WE'VE BEEN EXPECTING YOU.



Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	BirdDog Technology Limited
ABN	18 653 360 448

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Alan Sparks
Date of appointment	29 January 2024

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
-

+ See chapter 19 for defined terms.

Appendix 3X Initial Director's Interest Notice

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest	Number & class of Securities
Note: Provide details of the circumstances giving rise to the relevant interest.	
Nil	

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
No. and class of securities to which interest relates	N/A

+ See chapter 19 for defined terms.