



APPOINTMENT OF NON-EXECUTIVE DIRECTOR - PETER COOKE

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 Peter Cooke to its Board of Directors as a non-executive director effective today. This appointment reflects the next step of the Company's Board renewal strategy with a focus on BirdDog business matter experts, greater independence, governance and new markets expertise.

Peter is a seasoned global business leader and executive with 30+ years of experience in the medical device and Medical Technologies industries, with expertise that extends across broad operational management, including sales and marketing, operations, supply chain, regulatory and quality affairs. The Company's entry into MedTech is through Remedi, BirdDog's proprietary software-based remote audio-visual communication solution, designed for medical theatres and other environments.

With extensive experience in launching digital platforms for pre-operative planning and a proven track record in positively integrating companies post-M&A, Peter has been instrumental in numerous successful mergers and acquisitions. A selection of Peter's notable achievements includes being an executive leader in the USD\$5.4 billion acquisition by Stryker of Wright Medical in November 2020 and the integration of phenox GmbH into Wallaby Medical in April 2022.

Throughout his career, Peter has held various executive and board positions, including President of Global Commercial at Wallaby-phenox Inc, President of International at phenox GmbH and President of International and Emerging Markets at Wright Medical Group NV.

In addition to his corporate roles including as the public officer of NASDAQ-listed medical technology business, Peter has held various board positions including with Akunah Medical Pty Ltd, Covax Australia Pty Ltd (now KnG) and the Queensland University of Technology, ITTC.

Commenting on the appointment, Board Chair John Dixon said:

"The Board is thrilled to announce the inclusion of Pete, a distinguished leader in the global MedTech arena, bringing an unparalleled wealth of experience spanning operational, management, and executive director roles. Pete's extensive background in the MedTech industry, coupled with his expansive global network, positions our business to harness his exceptional skills, expertise, and connections for the growth and commercialisation of Remedi. Our commitment remains unwavering in cultivating a well-balanced, seasoned and synergistic team of non-executive directors dedicated to moving the company forward and seamlessly collaborating with the management team. Pete's inclusion signifies another pivotal stride in our comprehensive board renewal process."

- 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.***

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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	Peter Cooke
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.