



ASX ANNOUNCEMENT

8 April 2024

XPON CHANGE OF DIRECTORS AND COMPANY SECRETARY

BRISBANE, Australia: XPON Technologies Group Limited (ASX: XPN) (**XPON** or the **Company**), announces that following the successful divestiture of the UK CX business, the recent capital raise announced on the 26th of February 2024, and cost reduction program implemented by the Company, Non-Executive Chair Phil Aris and Non-Executive Directors Tim Ebbeck and Jodie Leonard have resigned effective immediately.

The three independent Non-Executive Directors have decided to step down to allow the appointment of a new Board that will be more closely aligned with the founder CEO on the strategic direction of the Company.

The Company expresses its gratitude to Phil, Tim and Jodie for their critical guidance and leadership since listing, in particular building scale whilst navigating through what has been a difficult time for an early-stage company in the tech industry.

As part of ongoing cost cutting initiatives, only two new Directors have joined the Board. Mark Simari has been appointed as Non-Executive Chair, effective immediately. Mark has extensive ASX board and M&A experience and in transforming organisations.

Jamie Olsen has also been appointed as Non-Executive Director, effective immediately. Jamie has expertise in M&A and advising on corporate strategy for technology scale-ups. This will further enhance XPON's capabilities in identifying and leveraging new market opportunities.

Both Mark's and Jamie's experience in mergers, acquisitions and technology scale-up companies will be invaluable to XPON as it navigates the next phase of its growth.

The new Director's biographies are in the Appendix.

New Phase of Strategic Evolution

Under the stewardship of the new Board, XPON is set to continue its transformative phase of evolution, with an ongoing emphasis on:

- Exploring sell-side and buy-side M&A opportunities to enhance shareholder value
- Capitalising on its market position as a leader in AI marketing technology as highlighted by the winner of Google's AI and Advanced Data Excellence award in December 2023
- Driving organic revenue growth and sustainable profitability

We welcome Mark and Jamie to XPON and once again thank Phil, Tim and Jodie for their hard work and commitment to the Company.

The Company also advises that Clare Craven of Company Matters Pty Ltd has resigned as Company Secretary and Hasaka Martin and Sally Greenwood have been appointed as Joint Company Secretaries, both with immediate effect.

For the purposes of ASX Listing Rule 12.6, Hasaka Martin is also the person responsible for communication between XPON and the ASX.

This announcement has been authorised for release by the Board of XPON Technologies Group Limited.

-ENDS-

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About XPON Technologies Group Limited (ASX: XPN)

XPON Technologies Group Limited is a leading AI marketing technology and cloud business. We simplify complex marketing challenges, helping businesses achieve superior engagement with their customers. At the heart of our approach is the integration of data and AI, which powers our tools to predict consumer behaviour, automate marketing processes, and drive effective, data-driven decisions.

APPENDIX

Mark Simari - Non-Executive Chairman

Mark Simari has over 15 years of Board experience across a diverse range of ASX-listed organisations, as well as a demonstrable track record of driving growth and profitability as an ASX executive. Mark was the former Co-founder and Managing Director of Paragon Care (ASX: PGC) and was instrumental in Paragon Care becoming one of the largest independent healthcare suppliers in Australia and New Zealand, and during his leadership grew its market capitalisation from \$2m to over \$200m. He has been involved with numerous sell-side and buy side M&A transactions in his capacity as a director or corporate advisor. Mark is also currently Chairman of IDT Limited (ASX:IDT), Careteq Limited (ASX: CTQ) and TALi Digital Limited (ASX: TD1). He is also a Non-Executive Director of Opyl Ltd (ASX: OPL)

Jamie Olsen - Non-Executive Director

Jamie Olsen brings over 28 years of experience in corporate finance, specialising in mergers and acquisitions within the technology, media, and entertainment sectors. His background features a blend of corporate advisory services and hands-on investment in technology-driven sectors, fostering growth from early-stage ventures to industry leaders. Jamie's recent experience includes Director of Investments for Catcha Group, one of the most established internet investment firms in Southeast Asia. Prior to that, he led his own corporate advisory firm, CMB Capital, where he advised a range of ASX listed and private companies on M&A transactions and capital raisings for technology companies. His earlier career included investment banking roles at Macquarie Capital and Citigroup.