



East 33 Limited

ASX ANNOUNCEMENT

For immediate release

15 April 2024

East 33 Limited (ASX:E33)

Appointment of Chief Financial Officer

East 33 Limited (ASX: **E33**) ("**East 33**" or "**Company**") is pleased to announce the appointment of Ms Amy Knoll as the Company's Chief Financial Officer, with effect from 12 April 2024.

Ms Knoll currently holds the role of the Chief Operating Officer of East 33 and has been promoted to CFO, where she will continue to draw on her more than 12 years of financial experience to support the business' growth.

Amy brings over a decade of extensive finance experience to the role of CFO. Beginning her career at KPMG Australia, she obtained her Chartered Accountant qualification, laying a strong foundation in accounting principles. Over the past ten years, she has honed her expertise in finance within multinational blue-chip organisations across diverse industries. Her international experience has provided her with a global perspective and a deep understanding of complex financial operations.

Prior to joining East 33, Amy was Finance Manager at Pernod Ricard in the UK prior to which she held senior financial planning and analysis positions at Pernod Ricard Netherlands and NBCUniversal in London.

The Company's CEO Dr Justin Welsh commented, "*Amy's appointment as CFO marks a key milestone for East 33. Her exemplary performance as COO has been instrumental in guiding our organization through the development of our strategies, and with her keen financial expertise, we are confident in Amy's ability to drive the realisation of our strategic goals and facilitate sustained growth for our business. I thank Dan Jeberean for his dedication and hard work over the past year as acting CFO. Dan has helped steer East 33 through many challenges and look forward to him continuing in his role as Financial Controller, and providing direct support to Amy.*"

This Announcement is authorised for release by the Directors of East 33 Limited.

Announcement Ends

For further information, please contact:

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About East 33 Limited

East 33 is dedicated to pioneering the world's best oyster culture, by empowering the people behind it, caring for the places that support it, and delivering moments to be savoured. East 33 represents quality, a dedication to the authentic and an inspired future, focused on delivering a moment of joy.

East 33 is a vertically integrated Sydney Rock Oyster producer, processor, and supplier. Operations span all elements of the Sydney Rock Oyster industry from hatchery, nursery, and production farmers to processing facilities.

East 33's current operations are based in the Wallis Lake, Port Stephens and the Camden Haven River regions of NSW, and over 130 years of collective of farming knowledge. Learnings are being harnessed to deliver the next stage of improved breeding, technology, and sustainable farming techniques to propel the industry for generations to come.

Sydney Rock Oysters are extremely rare natively thriving in just 41 locations on the east coast of Australia centred on latitude 33 degrees – providing the namesake for East 33 Limited.