



## 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 at the conclusion of today's Annual General Meeting. This appointment reflects a decisive approach to significantly build upon the encouraging momentum across the Company's Medical Technologies solution, Remedi – BirdDog's proprietary software-based remote audio-visual communication solution, designed for medical theatres and other environments.

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.

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 global integration of phenox GmbH in April 2022.

Throughout his career, Peter has also held various executive and board positions, including President of Global Commercial at Wallaby-phenox Inc, President of International at phenox GmbH, President of International and Emerging Markets at Wright Medical Group NV and currently as Balt International's Senior Vice President in Asia Pacific. In addition to his corporate roles including as the public officer of a 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:**

*"We welcome Peter back to the BirdDog Board of Directors. Throughout the calendar year, Peter's deep MedTech-related expertise has already proven to be of tangible commercial benefit to the business. His extensive network across the sector globally – as well as experience in developing commercial adoption – will greatly assist BirdDog as we continue to target conversion of a \$2.0m+ Remedi pipeline in the A+NZ and Asia-Pacific regions alone. We look forward to working closely with Peter to achieve these business goals."*

**- Ends -**

**Authorised for release by the BirdDog Technology Board**  
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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](http://www.birddog.tv)

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