

## Major Shareholder's Representative Director Transition

RocketBoots Limited ("**RocketBoots**", "**Company**") (ASX:ROC) advises that Mr Karl Medak has resigned as Director of the Company effective today. He will be succeeded by Mr Lew Starita, who has been appointed as a Director today. Both individuals are Directors of the Company's major shareholder, E8 Investments Pty Ltd ("**E8**").

This Company was informed that this change in the Major Shareholder's Representative Director on the Board of RocketBoots was part of their internal planned, 3-year transition plan.

Mr Lew Starita has over 40 years' experience in the information and communications technology (ICT) sector, across varied public and private sector roles. Mr Starita worked for various Federal government departments, Westpac and is a founding member of The Frame Group in 2000 (owned by E8). He has extensive experience working in the financial services industry, state and federal government and with some of Australia's largest corporates. Prior to the IPO of RocketBoots, Mr Starita was a Director and Chair of RocketBoots Pty Ltd (now a wholly owned subsidiary of the Company).

Mr Roy McKelvie, Chairman of RocketBoots, stated that "Karl has been instrumental in the Company's development since its inception and his diligence and insights have been crucial to developing the capabilities of the Company. On behalf of the Board, we wish him all the best in his future endeavours and he will of course remain interested in the progress of the Company as a shareholder. I am delighted to welcome Lew to the Board. Given his vast experience I have no doubt he will make a valuable contribution to the next stage of our development."

Mr Medak will be taking on additional responsibilities for the not-for-profit Board he currently sits on.

**This announcement has been authorised for release by the Board of RocketBoots Limited.**

**- Ends -**

For more information:

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## About RocketBoots

RocketBoots superpowers in-person service by transforming video into performance improvement using a unique blend of AI and cloud computing.

We enable some of the world's largest retailers & banks to run their stores & branches with less OpEx & loss while improving service, sales & loyalty.

RB in store AI software is used to measure how store/branch visitors & staff spend time & detect theft as it happens at checkout. These digital-caliber KPIs then power improved schedules that improve customer service, staff productivity & improve sales.

RocketBoots core software product offerings are:

### Adaptive Loss Prevention

Prevent loss at self-checkout & Registers without adding needless friction.

### Time-use Checkout Management

In-person checkout optimisation for loyalty-focused retailer.

### Branch Value Optimisation

Face-to-face branch management for a digital-first world.

