9 November, 2016
For immediate release

ASX Code: RHP

Rhipe Executive Leadership Team Update

The Board of rhipe would like to advise of two changes to the company's Executive Leadership Team (ELT):

- **Mark McLellan**, Chief Financial Officer (CFO): Mark joins rhipe after 12 years in the Strategy & Corporate Development group at The Royal Bank of Scotland Group plc ("RBS") in Edinburgh, UK. Mark brings over 20 years' experience with both a corporate and a chartered accounting background. Prior to RBS, Mark worked with PWC in the UK and Ernst & Young in Sydney. Mark has become a permanent key member and market facing executive for the Company.

- **Dawn Edmonds**, Founder and Chief Operating Officer (COO), is taking the opportunity to step down from her full-time role as COO and the day-to day operational activities of the company; Dawn remains committed to and involved with the business in her role and will remain on the Board of Directors. The responsibilities of the COO will be distributed across other key members of the Executive Leadership Team.

According to Dominic O'Hanlon, Chief Executive Officer (CEO) of rhipe: "Change is a constant in this industry and in this business.   After 13 years in the company from the beginning of its journey, Dawn will now concentrate on her directors' responsibilities and move to a non-executive role. With a strong and experienced Executive Leadership Team in place we believe rhipe can accommodate this change while retaining the benefit of Dawn's industry and company knowledge at a Board level."

Continues **O'Hanlon**. "I am pleased to confirm Mark's appointment as rhipe's CFO; his commercial experience, including exiting two business units via IPO for RBS, brings a wealth of senior finance support to rhipe. Having worked with global firms like PwC and EY, Mark brings both a global outlook and a forensic analytical skillset to our business and leadership team. rhipe's growth and innovation goals will be well supported by Mark."

Says Dawn Edmonds: "It's been an incredible journey from a two-person partnership to a publically listed ASX company. I'm very proud of this business and all we have built and achieved. After 13 years, I am excited about the boundless opportunities ahead for rhipe, and I'm really excited about the new opportunities for me – including time out over the summer with my family. I'd like to thank Dominic and the Board for supporting my decision, and I look forward to continuing the journey together."

Mark McLellan says: "I am very pleased to join rhipe at such an exciting time and look forward to helping the business deliver on its strategy and targets."

Says Dominic O'Hanlon: "Delivering innovative Cloud licencing and solutions with our channel partners is what rhipe is all about; continuing to evolve our world-class team and deliver excellent value to our partners continues to be our mission."

For more information, contact:

For Investor enquiries please contact Maggie Niewiedok, Business Manager. Ph +61 431 696 614. For media enquiries please contact: Athena Thompson, CMO. Ph: +61 413 500 494

- Ends -

About rhipe
rhipe (ASX:RHP) is the cloud channel company, and is recognised as the leading expert in subscription-software licensing across Asia Pacific, with vendor partnerships with Microsoft, IBM SoftLayer, VMware, Citrix, Red Hat, Trend Micro, Kemp and others. rhipe provides channel

partners with complete end-to-end cloud solutions, helping them to grow and thrive in the Cloud economy. Formerly known as NewLease, the company rebranded to rhipe in 2014 and has offices in Australia, Auckland, Singapore, Bangkok, Manila, Kuala Lumpur, Jakarta and New York. For more information visit our website at www.rhipe.com; follow us on Twitter: @rhipecloud or LinkedIn: https://www.linkedin.com/company/rhipe; or subscribe to our blog: http://www.rhipe.com/knowledge/blog.