



ASX RELEASE

21 October 2020

Bid makes two significant senior appointments to Executive Team

Bid (Trading name for BidEnergy Limited ASX: BID) (“b.id” or “the Company”) is pleased to announce it has made two senior appointments to its Executive Team with the appointment of Rodney Frye as President of Bid USA, and Fionn O’Keeffe as Chief Financial Officer (CFO). Rodney has commenced with the Company this week, and Fionn is scheduled to commence on the 23rd of November 2020.

Rodney Frye (President BidEnergy USA):

- Rodney is an experienced senior executive in the US enterprise software market having been responsible for the establishment and growth of several businesses over the last 15 years, the most recent being Intelledox (an Australian-based software company).
- Rodney launched Intelledox in North America in 2015 and grew it substantially over the following four years.
- Rodney’s appointment is a significant step in accelerating the Company’s growth strategy across the US which has a large addressable market. Rodney will oversee both the Utility Bill Management platform and Rebates business, which will benefit from his many years of experience.
- The Board is confident the appointment of Rodney will help unlock growth opportunities in the US market.

Fionn O’Keeffe (Chief Financial Officer)

- Fionn has proven experience in commercial finance management, business development, people management, financial modelling, reporting, and compliance and control. This experience has been gained throughout Australia and Asia.
- Fionn joins Bid from Ascender HCM, one of Australia’s largest payroll providers with more than \$100m in revenue in FY20, where he was the Group Financial Controller. Prior to this role, Fionn was CFO at PeopleStreme and was previously CFO at Whispir for over four years.

Commenting on the appointments, the Company’s Managing Director, Guy Maine, said: “We are thrilled to have found someone of the calibre of Rodney to capitalise on the opportunity the Company has created in the US. We look forward to Rodney leading the US business and leveraging the platform across the US market with a strong growth mandate.

With the appointment of Fionn, the Company believes it is strongly placed to position itself to deliver on a global scale. Over the past six months we have been able to recruit experienced personnel for important roles, including a CFO, a leader of our US business, a General Counsel & Company Secretary, and a growth-oriented Director in David Hancock. We have also taken the opportunity to expand our global sales team with four additional sales BDM recruits.”

Authority: This announcement was authorised by Guy Maine, Managing Director.

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About Bill Identity

Bill Identity (b.id) has transformed the world of Utility Bill Management by developing a suite of solutions that leverage robotic process automation (RPA). RPA removes the human intervention required to manage the Utility Bill Management lifecycle by automating these tasks, b.id is the only known provider globally to be doing this. This means we can offer our clients far greater efficiencies with respect to reducing errors and reducing risk. RPA also provides for increased speed and control of bill processing, with the aim of providing our clients real-time insights, anywhere, anytime.

Our services are already being leveraged by over 100+ market-leading brands across Australia, the US, and the UK, and we process more than 440 thousand bills annually.

In a world of volatility and rising prices, b.id has evolved its offering and now offers digitized Utility Bill Management solutions to many different businesses including Multi-Sites, Utility Retailers, Facility managers, Third Party Intermediaries, and Energy Brokers. Many of our clients are large trusted brands.

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Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, the Directors and management of the Company.

The Company has no intention to update or revise forward-looking statements, or to publish prospective financial information in the future, regardless of whether new information, future events or any other factors affect the information contained in this Announcement, except where required by law.

The Company cannot and does not give assurances that any results, performance or achievements expressed or implied in any forward-looking statements contained in this Announcement will actually occur and investors are cautioned not to place undue reliance on these forward-looking statements.