

27 January 2021

ASX ANNOUNCEMENT

Executive Appointment - Head of Sales, farmbuy.com

Future First Technologies Ltd (ASX: FFT) (**FFT** or the **Company**) is pleased to announce the appointment of Royce Zygarlicki to the role of Head of Sales, farmbuy.com.

Site traffic on farmbuy.com has continued to grow on the back of strong growth in the number of real estate agents signed up to the platform. With 382 rural real estate agents now using the platform and monthly user sessions surpassing 200,000, the time is right to drive media revenue. The appointment of Royce significantly strengthens our sales capability.

Royce is a highly skilled executive with over 20 years' experience in agency and direct sales. He has previously held senior positions at Network Ten (General Sales Manager), Wavemaker (Managing Director) and joins FFT from NewsCorp Australia where he was General Manager – Agency Sales, Melbourne & WA.

Royce brings significant experience in Digital, TV, Print, Radio and Regional based Media and has a proven track record of building revenue and sales capability.

CEO, Keith Falconer, said:

"The focus for farmbuy.com over the past 9 months has been product development and audience growth. With more than 380 rural estate agents now signed up to the platform and over 200,000 monthly platform sessions, the next stage is to monetise our growing audience. Royce has the experience and leadership skills to take on this challenge and ensure we have the right strategy, products and team in place to achieve the growth plans we have set for farmbuy.com. The calibre of this appointment is testament to the opportunities that lie ahead for the Company."

Royce starts his role on 1st February 2020.

This announcement has been authorised for release by FFT's Board of Directors.

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