

## ASX ANNOUNCEMENT

### **Ai-Media appoints John Bird Chief Financial Officer**

**Melbourne, Australia, 15 March 2021:** Access Innovation Holdings Limited (**Ai-Media or Company**) (**ASX: AIM**), is pleased to announce that John Bird has been appointed Chief Financial Officer, effective 15 March 2021.

Mr Bird assumed the role of interim Chief Financial Officer on a contract basis on 31 December 2020 following the resignation of CFO Patrick Fok, allowing the Company time to conduct an executive recruitment search.

Ai-Media Co-Founder and CEO Tony Abrahams said the Board was delighted to confirm that Mr Bird had been appointed permanent CFO.

“In the short time John has been with us he has demonstrated a great understanding of and commitment to the business and is ideally placed to play a key role as we continue to accelerate our international growth. He is a high-quality addition to our executive team,” Mr Abrahams said.

Mr Bird is an experienced executive and most recently held the role of CFO and COO of Regeneus, an ASX-listed biotechnology company, where he worked alongside Ai-Media Non-Executive Director John Martin in his former role as Chairman and CEO of the company. Previously, Mr Bird provided financial and strategic management services to ASX-listed companies, including on mergers and acquisitions.

Mr Bird is a graduate of the Australian Institute of Company Directors and Chartered Secretaries Australia. He holds a Bachelor of Economics from Macquarie University.

Authorised for release by the Ai-Media Board.

#### **Further Information**

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#### **About Ai-Media**

Founded in Australia in 2003, technology company Ai-Media has become a global leader in the provision of high-quality live and recorded captioning, transcription and translation services. Its technology platform combines artificial intelligence and human expertise to deliver speech-to-text accuracy. The company is the biggest captioning provider in the Australian market, with clients including major free-to-air and pay television networks, and has a growing international footprint, with offices in Australia, the US, UK, Canada and Singapore. Globally, it provides captioning for nearly 1 million minutes of live and recorded media content, and online events and web streams every month. Ai-Media (ASX:AIM) commenced trading on the ASX on 15 September 2020.

For more information on Ai-Media please visit <https://www.ai-media.tv/>