

Atomos advances strategy with appointment of new CEO, Estelle McGechie

Atomos Limited (**ASX: AMS**, 'Atomos' or the 'Company') is very pleased to announce the appointment of its Chief Product Officer, Estelle McGechie, to the position of Chief Executive Officer, effective immediately.

Whilst currently based in Silicon Valley, Estelle is Australian-born and will return to Melbourne with her family after a successful career in the United States with global technology and entertainment brands such as The Walt Disney Company, Apple, Logitech and Frame.io.

Following the appointment to Chief Product Officer in June 2021, Estelle has leveraged her international product development and marketing expertise to evolve the Company's approach to software and services platforms, a key strategic pillar for Atomos. Estelle's elevation to CEO will enhance Atomos' ability to deliver on its growth strategy by expanding further into new verticals such as gaming and enterprise with both hardware and software products.

Prior to joining Atomos in June, Estelle was Vice President of Marketing at Frame.io, a cloud-based video collaboration platform, which was acquired by Adobe in August 2021. During her time at Apple, Estelle oversaw worldwide product development and marketing of professional video applications such as Final Cut Pro, Motion, and Compressor, in addition to further developing Apple technologies of ProRes and ProRes RAW, XML, FxPlug, and Workflow Extensions.

Chris Tait, Atomos' Executive Chair said: *"After Estelle's appointment as Chief Product Officer in June this year she quickly demonstrated to the board and her peers her understanding of our key technologies, markets and customers. It became clear she can substantially contribute to and lead the effort on delivering our strategy. Her signature collaborative style and rigorous approach to developing and bringing video technology products and services to market is a great fit for Atomos at this important stage of our strategic roadmap. We are thrilled she has taken on the CEO role and welcome her back home to Australia."*

Deputy Chair, Stephen Stanley said: *"Echoing Chris' comments, we are delighted that Estelle will be driving our future strategy as her skills align strongly with a fast-paced global video technology company such as ours. In line with Estelle's appointment, Chris Tait will revert to the role of Non-Executive Chair. We would like to thank Chris sincerely for his additional efforts over the past 18 months after taking on increased responsibility during the height of the COVID crisis."*

Estelle McGechie commented: *"I'm excited to take the helm at Atomos to help drive the Company to new heights and further deliver on our vision. Atomos is a global business with exceptional world-first video technology products and services. It's an honour to lead this extraordinary organisation alongside our dedicated employees, the executive team, the Board, and a community of customers who are so deeply committed to their craft. I look forward to bringing everything I've learnt from my international career home to Australia to continue our positive momentum."*

A summary of the key terms relating to Estelle's CEO appointment are attached.

Appendix

Summary of material terms of the CEO Employment Agreement between Atomos and Estelle McGechie (“Executive Services Agreement” or “ESA”)

Position	Chief Executive Officer
Commencement date	22 September 2021
Term	Estelle McGechie employment has no fixed term. Each party’s termination rights under the ESA are set out below.
Fixed Annual Remuneration (FAR)	\$400,000 (including superannuation), to be reviewed by Atomos from time to time.
Short Term Incentive (STI) for FY 22	<p>Estelle McGechie is eligible for an annual STI award up to 50% of the FAR which is payable in cash and equity rights. Of the STI award that is payable 50% will be paid in cash and 50% in equity allocated at the award date with a 12-month retention.</p> <p>The STI award will be weighted between financial and non-financial measures.</p> <p>Estelle McGechie’s ongoing participation in Atomos’s STI scheme and terms of the scheme are subject to the discretion of the Board.</p>
Long Term Incentive (LTI) for FY 22	<p>Estelle McGechie will be eligible to participate in Atomos LTI equity award scheme, with the initial maximum annual LTI award having a face value of 100% of FAR. The LTI share options awarded under the plan are subject to performance determined over a three year performance period.</p> <p>Estelle McGechie’s ongoing participation in Atomos’s LTI scheme and terms of the scheme are subject to the discretion of the Board.</p>
Termination provisions	Both Estelle McGechie and Atomos may terminate Estelle McGechie’s employment for any reason by giving 6 months notice.
Post-employment restraint	A 6-month restraint provision applies.

Authorised for ASX release by the Atomos Board of Directors.

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For further information please contact:

James Cody
Chief Financial Officer
+61 407 048 514
james@atomos.com

Chris Tait
Executive Chairman
+61 438 862 355
chris.tait@atomos.com

Simon Hinsley
Investor/Media Relations
+61 401 809 653
simon@atomos.com

About Atomos:

Atomos is a global video technology company delivering award-winning, simple to use monitor-recorder content creation products. These products give content creators across the rapidly growing social, pro-video and entertainment markets a faster, higher quality and more affordable production system.

Atomos' range of products take images directly from the sensor of all major camera manufacturers, then enhance, record and distribute them in high-quality formats for content creation using the major video editing software programs. Since being founded in 2010, Atomos has established strategic relationships with key technology providers within the ecosystem including Apple, Adobe, Sony, Canon, Panasonic, Nikon and JVC Kenwood.

Atomos is based in Australia with offices in the USA, UK, Germany, China and Japan and has a worldwide distribution partner network.

For more information please visit **www.atomos.com**

