

## COMPANY ANNOUNCEMENT COMPANY UPDATE

06 July 2023

ASX: TYM

TYMLEZ announces the goals of the new Board and management team over the coming three months as it sets the direction for the commercialisation of the Company's products.

TYMLEZ provides solutions for the digital measurement, reporting, and verification of carbon credits and for the guarantee of origin of green fuels and resources such as green hydrogen and green steel. The Company works with organisations in various industries across the globe to accurately report on their carbon emissions and the carbon value of their products.

In June, TYMLEZ appointed a new Board of Directors including Freddy El Turk, CEO and Executive Director. In his first month as CEO, Mr El Turk has focused on meeting with existing TYMLEZ customers and understanding the current position of the Company. As part of this, the newly appointed CEO has developed a 30, 60, 90-day plan which the Company is today releasing to the market as part of its push for greater transparency and communication with shareholders.

### 30 DAY PLAN

#### **Company Assessment**

The Board is currently conducting a rigorous assessment of the TYMLEZ business model, employees' competencies, organisational culture, technology stack, and financial position. This data-driven approach, will enable us to make sound decisions, address potential challenges and identify cost-saving measures.

In the past four weeks, the team has made great progress on all these matters and are looking forward to updating shareholders very soon.

#### **Effective Cost Management**

The team implemented a variety of effective cost-saving measures, including a reduction in Director fees, contractors, and excess headcount. The savings realised through these efforts will be wisely reinvested in key areas, expediting the company's deployment of solutions and development of new features. This focused approach to cost reduction and strategic capital utilisation has yielded tangible results, and we anticipate continued progress in this area.

#### **TYMLEZ Platform**

TYMLEZ currently has a robust and promising technology in hand, one that embodies significant potential, yet requires an extra layer of refinement. The Company's focus is to identify any areas that require enhancement and assess the platform's readiness for the market.

The ongoing review of the TYMLEZ Platform has identified several potential enhancements which are expected to drive more demand for the product in the market, including the integration of artificial intelligence (AI) for onboarding clients and operational efficiencies.

### **TROEF Project**

The Board and management team sees a huge opportunity in the TROEF project as the main gateway to Europe. As part of the TROEF Project steering committee, TYMLEZ is committed to conduct a technical evaluation and form an execution strategy.

TYMLEZ is a key member of the consortium and is currently working with industry from across the Netherlands in the commercialisation of the TROEF project.

## **60 DAY PLAN**

### **Strategic Investment**

Identify growth areas and provide shareholders with revised financial projections as the Company continues to attract new revenue generating customers.

### **Business Development**

The management team is in the process of crafting a comprehensive sales and marketing plan to effectively promote TYMLEZ's offerings, attract potential customers, and drive long-term success. The new strategy will be focused on profitability and growth and supported by market research and industry feedback from existing and potential customers.

TYMLEZ's Board has developed and implemented technology solutions for major companies in a variety of industries and geographies and has in that time developed connections with senior decision makers within TYMLEZ target customers. The new TYMLEZ leadership will look to leverage their industry experience and extensive global network to create new partnership opportunities for TYMLEZ.

### **TYMLEZ Platform Showcase**

Present the updated and enhanced TYMLEZ Platform to current partners and new prospects, emphasising the unique capabilities of the Platform including its ability to record verified meter readings on distributed ledger, with data captured directly from IoT devices and SCADA systems.

### **Brand Enhancement**

The Company will begin a revitalisation of its branding to reflect its next chapter and highlight the capabilities and advantages of TYMLEZ technology. This will include a refresh of the Company's website, greater engagement through social media channels (LinkedIn, Medium, and Twitter), and the implementation of a robust marketing campaign to augment market visibility.

### **Stakeholder Interaction**

The TYMLEZ leadership will host an online event to showcase TYMLEZ's innovative vision and future roadmap to all customers, shareholders, and the wider public.

## **90 DAYS**

### **Performance Metrics**

The TYMLEZ Board will formulate clear KPIs and share performance metrics driven by stakeholders to maximise the capabilities of the TYMLEZ team. These KPIs will be data driven to ensure alignment with the needs and wants of the market.

### **Strategy Monitoring**

The Company will continuously assess its strategic plan and adjust as needed, maintaining transparency regarding progress and future strategy decisions.

### **Continuous Customer Engagement**

TYMLEZ will continue to engage with its customers to understand their evolving needs. Whether they be driven by internal requirements or by the need to comply with new regulations and standards, TYMLEZ's customers are best placed to provide insights on the needs of the market. This approach will allow TYMLEZ to exceed customer expectations and to ensure their ongoing satisfaction.

## **SUMMARY**

Consistently monitoring TYMLEZ's progress and being open to adapting the strategy as necessary is vital. It is important to remember that a successful turnaround takes time and will not happen immediately. The company must persevere with these initiatives beyond the 90-day plan to make significant advancements.

This strategy marks the beginning of a new, more focused and more transparent TYMLEZ, one which will aim to exceed the expectations of the market and drive real maximum value for shareholders. The new TYMLEZ Board and management team is excited about the road ahead and is looking forward to working with all customers and stakeholders in this new chapter for the business.

Authorised by the TYMLEZ Board of Directors.

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For any queries relating to this announcement, please contact:

**Corporate**

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## ABOUT TYMLEZ

TYMLEZ (ASX: TYM) is a pioneer in the development and delivery of carbon reporting and guarantee of origin solutions. TYMLEZ provides companies across the globe with world-class solutions designed to empower them in their decarbonisation journeys.

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