

ASX Announcement

14 February 2024

Atomos appoints successful video entrepreneur, Peter Barber as Executive Director and COO

Melbourne, Australia - Atomos Limited ('**ASX:AMS**', '**Atomos**' or the '**Company**'), a leading global software and hardware technology company that creates, develops and commercialises video equipment for the video content creation industry, has appointed successful video entrepreneur, Mr Peter Barber, as Executive Director and Chief Operating Officer (**COO**), effective immediately.

Mr Barber has had an over 35-year corporate and video production career, initially in TV commercial production at AAV's Bank Street South Melbourne studios, and in Singapore, before joining Apple to lead the roll-out of its Final Cut Pro video editing solution and other professional video products across the Asia Pacific.

In 2001, Mr Barber co-founded Blackmagic Design (Blackmagic), one of the world's leading creative video technology and software businesses, and remains a substantial shareholder in the company to this day. He held multiple positions, including President of Post-Production and Creative Services and Global Product Marketing Manager. In addition, he drove M&A leading the acquisition of seven businesses significantly growing the company's product portfolio.

Mr Barber left Blackmagic as an executive in 2017 to spend more time with family and pursue other business interests in Singapore, but has remained in close contact with key industry partners and upcoming players.

Paul Greenberg, Chairman of Atomos Limited, said, "We are thrilled to have Peter join our Board and executive team. Peter is an industry veteran known globally as a highly experienced and successful video technology entrepreneur with over thirty years' experience across all areas of the video production ecosystem. He will provide valuable insights and expertise as we ramp up our turnaround plan to fully harness Atomos' industry-leading technology and product suite."

Commenting on the appointment, Mr Barber said, "I am very excited to join the Board of Directors of Atomos, but also to lead the execution of our comprehensive turnaround initiatives that will bring value to all industry stakeholders and Company shareholders. Jeromy Young, Paul Greenberg and I have been in discussions for some time about introducing exciting new products to the creative video industry, and more recently the opportunity to join Atomos to implement these plans. Having known Jeromy for almost 20 years, including working together at Blackmagic, we have a very similar view of the video industry and the direction it is headed.

"Creative professionals work in a demanding, fast paced industry, so they need quality, reliable products and workflows that provide the base for efficient production that help them grow their client base and revenue. I am fortunate to have worked in both the creative services world as well as being in sales and a solution provider, giving me a strong connection to our customers' needs and expectations.

"Throughout much of my working life I have been designing video workflows, and sharing democratizing tools that empower creatives, something that resonates strongly with a company like Atomos. Our customers support the brand due to the uniqueness of our products and the important role they play in professional video workflows. While some episodes in the Company's recent history have been challenging, I firmly believe that with refocused product strategies and the reinvigoration of Atomos' core DNA with the return of founder Jeromy, we have the capability to grow beyond the Company's previous success and return it to its position of industry leadership for which it has been renowned.

“The immediate focus is to grow sales across the range of Atomos’ world-class products, while introducing a suite of complementary product and technology services to creative professionals all over the world, with an eye on expanding into adjacent markets.”

Jeromy Young, Co-founder of Atomos, who returned to the business as Managing Director and CEO in January 2024 said, “We are very fortunate to have someone of Peter’s stature and experience join the Atomos team. Peter is a true global leader. Peter and I are two sides of a coin, equally important and extremely complementary. I very much look forward to working with Peter to return Atomos to a leadership technology position in the video production industry in both product innovation and customer service, and creating shareholder value.”

The key terms of Mr Barber’s employment as COO are set out in Annexure “A”.

This announcement has been authorised for lodgement with ASX by the Company’s Board of Directors.

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For further information, please contact:

Corporate and Investors

Jeromy Young

CEO

jeromy@atomos.com

Media

Tristan Everett

+61 403 789 096

tristan.everett@automicgroup.com.au

Atomos’ Interactive Investor Hub

Our investor hub is an interactive location to engage with the Atomos team on our announcements and updates.

Please go to the Atomos Investor Hub for all market announcements and other news

<https://announcements.atomos.com>.

About Atomos

Atomos designs pioneering products that transform the way film and video content is made around the world. From our range of hardware devices for monitoring and recording, easy-to-use software tools, and intelligent cloud services, we engineer best-in-class technologies and create products for the next generation of filmmakers.

Through relentless innovation, we simplify your workflow. Whether you record cinema-quality footage, monitor a scene with crystal clear colour accuracy, switch between multiple cameras, or stream a live event with a portable studio, Atomos empowers anyone to realize the best possible version of their creative potential.

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

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

ANNEXURE "A"
MATERIAL TERMS OF COO EMPLOYMENT AGREEMENT

Commencement Date	14 February 2024
Position Title	Chief Operating Officer
Reporting to	Chief Executive Officer
Base Salary	\$400,000 per annum (inclusive of superannuation), which will be reduced by 20% to \$320,000 per annum until 30 June 2024.
Non-Monetary Benefits	Such benefits as agreed in writing from time to time.
Notice Period	6 months, unless for cause.
Restraint Period and Area	6, 3 or 1 months after the termination of employment, in Australia or individual states or Sydney and Melbourne or within 10 km of the last location of work.
Incentive Arrangements	In addition to the base salary, the COO may be eligible to participate in a short-term incentive scheme in each financial year ending 31 December and in a long-term incentive scheme.