ASX Announcement
15 April 2025

Changes to Unith Leadership Team

Two changes have been made to Unith's Board of Directors and senior executive teams that are intended to benefit the Company's continued efforts to capture growth opportunities now available

Unith Ltd (ASX: UNT | FWB: CM3) ("Unith" or "the Company") is pleased to announce two changes to its leadership team that will provide further impetus to the Company's ongoing efforts to successfully implement key growth initiatives. Both these changes will be effective immediately.

Key Highlights:

- Unith Non-Executive Director Mr Justin Baird has resigned effective immediately, citing his desire to focus on other work commitments
- Mr Baird will now act as a consultant to Unith on a project-by-project basis
- Unith's Vice President Product, Mr Rakan Sleiman, has been promoted to the position of General Manager – Digital Humans
- Mr Sleiman has been instrumental in the development and commercialisation of interFace, and has also helped grow the client base of Unith's Digital Humans business.

Director Justin Baird resigns, but will remain a consultant to Unith

Mr Justin Baird, who has been a Non-executive Director of Unith since July 2023, has decided to resign from this position, citing his desire to focus on other work commitments. Mr Baird will instead now act as a consultant to the Company on a project-by-project basis.

The Board wishes to thank Mr Baird for his contribution to Unith over his time as a Non-executive Director. It now looks forward to working with him in coming months in his new role as a consultant to the Company.

Unith's Vice-President Product promoted to GM – Digital Humans position

Unith's current Vice President of Product, Mr Rakan Sleiman, who has been in this role since joining the Company in October 2023, has been promoted to the position of General Manager – Digital Humans. Mr Sleiman leads the company's B2B division, overseeing cross-functional teams across Product, R&D, Marketing, and Customer Success. He has been instrumental in launching UNITH's generative AI self-service platform, streamlining legacy systems, and driving the company's commercialization strategy.

Following his promotion, Mr Sleiman will now oversee all operations pertaining to Unith's Digital Humans business.

Prior to UNITH, Mr Sleiman held senior product leadership roles at Aktana, where he scaled global teams, simplified the product portfolio, and launched the company's first self-service SaaS offering.

Unith Ltd
ACN 083 160 909
unith.ai

Perth
202/37 Barrack St
Perth WA 6000,
Australia

Amsterdam
Piet Heinkade 95B
1019GM Amsterdam
Netherlands

Barcelona
C. de Pere IV, 128,
08005 Barcelona
Cataluña, Spain

Earlier in his career, he led client services and pre-sales initiatives at DataSift and HP, delivering enterprise big data solutions and managing strategic accounts across EMEA.

Mr Sleiman combines deep technical expertise with a strong track record of strategic execution, cross-functional leadership, and customer-centric innovation. He holds a PhD in Physics from the University of Manchester.

The Board congratulates Mr Sleiman on his promotion.

(ENDS)

About UNITH

UNITH is a leading digital human software developer. It unifies the research and development of facial movement deep learning, audio machine learning, and conversational design to generate the first customizable, interactive avatar of its kind.

Businesses can create their own digital humans to immerse, assist, and educate customers in real time and in multiple languages, all through one full stack platform.

For further information, please visit: unith.ai

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