



ASX Announcement

26 October 2021

Way2VAT appoints new Chief Financial Officer

A global fintech leader in automated VAT/GST claim and return solutions, Way2VAT Ltd (**ASX:W2V**, **Way2VAT** or the **Company**), has appointed Ms Smadar Noy as Chief Financial Officer, effective immediately.

Ms Noy has more than 25 years' experience as a consultant, board member or CFO in the security, defence, and telecommunications sectors. She has also consulted on a broad array of projects and advised a variety of businesses from start-ups to international companies and multinational corporations.

Previously she was a CFO in Karil, a member of the Mistal Group, and representative of American companies in the security market .

She was CFO in Elul Group presenting aerospace and defence businesses, from pre-sale consulting to after-sales services for governments and major international corporations, specialising in complex and large-scale projects.

Prior to that she was CFO of Globscam, a telecommunications investment company owned by Fishman; and Med Group, an international group controlled by Telecom Italia in the development, construction, management and operation of submarine cable and ground optical networks.

Way2VAT Founder and CEO, Amos Simantov said, "I am thrilled to have someone of Smadar's calibre join the team at Way2VAT. She brings extensive international financial services knowledge, broad global experience of leading and working with multinational operations, and has successfully driven several substantial growth companies throughout her career.

"This will be key as we leverage Way2VAT's position as a global leader in automated VAT claim and return solutions in over 40 countries and in over 20 languages, serving hundreds of enterprise businesses worldwide."

Ms Noy is a Certified Public Accountant and holds a Bachelor of Economics and Accounting and an Executive MBA from Tel Aviv University.

Current Chief Financial Officer Aviv Barshaf will transition into a new role as Strategic Advisor to the CEO and Board. The Board thanks Mr Barshaf for the significant contribution he has made so far to the business and looks forward to his ongoing involvement.

This announcement was authorised for release to the ASX by the Founder and CEO of Way2VAT Ltd.

ENDS



For more information, please contact:

Investors

Adrian Mulcahy
Managing Director, Market Eye
P: +61 438 630 422
E: adrian.mulcahy@marketeye.com.au

Media

Tristan Everett
Executive Director, Market Eye
P: +61 403 789 096
E: tristan.everett@marketeye.com.au

About Way2VAT

Way2VAT is a global fintech leader in automated VAT/GST claim and return solutions in over in 40 countries and in over 20 languages, serving hundreds of enterprise businesses worldwide. Owns and operates a patented artificial intelligence technology that powers the world's first fully automated, end-to-end VAT reclaim platform.

Established in 2016, Way2VAT is headquartered in Tel Aviv with offices in the United Kingdom, the United States, Russia and Romania and has over 50 employees.

Used by more than 180 enterprise companies including Amdocs, EY Israel, MasterCard, eToro, Kimberly-Clark, Hitachi ABB, Mobileye Intel, RB, Willis Towers, Siemens-Israel, Daily Mail Group, Sage, Falck, Boston Red Sox, and Foot Locker Europe with customer retention over 97 per cent.

Further information can be found at <https://way2vat.com/>.