

28 November 2021

Appointment of Chair

icetana Limited (ASX:ICE "icetana" or "the Company") is pleased to advise that Mr Geoff Pritchard has been appointed to the role of Non-Executive Chair with effect from 29 November 2021. Mr Pritchard is an experienced Chairman, Executive Director and Chief Executive actively engaged across Governance, Strategy Consulting, Corporate Advisory, Venture Capital and Private Equity to the Superannuation, Family Office, Financial Services and Technology Sectors.

Mr Pritchard co-founded and is Chairman of Go Capital Pty Ltd a Private Equity and Venture Capital business with a focus on the technology sector and a significant investor in the Company. He has served on the icetana board since April 2017 including three years as an Executive Director and transitioned to a Non-Executive Director position with the company in early 2020 following icetana's ASX listing.

Mr Pritchard was previously chief executive officer of the Western Pacific Financial Group (now part of IOOF) and led the business into its ASX exit in 2007.

The appointment coincides with the transition of the current Chair, Mr Mark Potts to Non-Executive Director. The Board wishes to thank Mr Potts for his contributions as the Chair of the Board since joining prior to the Company's listing in 2019.

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Authorised for release by the Board of icetana Limited.

For further information contact:

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About icetana

icetana Limited is a global software company providing video analytics solutions designed to automatically identify anomalous actions in real-time for large scale surveillance networks. Our software integrates with customers' existing video management systems and IP cameras.

Using artificial intelligence and machine learning techniques, the icetana motion intelligence solution learns and filters out routine motion, showing only anomalous or unusual behaviour allowing operators to focus on events that matter and respond in real-time to both precursor activities and incidents. icetana has a broad range of use cases across a growing number of industry verticals. It has been implemented at over 40 sites on four continents, helping clients harness the rich data streams from their existing security networks and turning that data into improved situational awareness and deeper operational insights.