

**8 February 2022**

## **Appointment of Non-Executive Directors**

icetana Limited (ASX:ICE "icetana" or "the Company") is pleased to advise that Mr Colm O'Brien and Mr Clinton Snow have been appointed as Non-Executive Directors of the Company with effect from 8 February 2022.

Mr O'Brien has over 20 years' experience at executive and director level, including ten years as CEO with ASX-listed media company Aspermont Limited, where he developed a digitally led global resources media business. In addition to his media industry experience, Mr O'Brien has worked in international financial services, tier one management consultancy at Andersen Consulting (Accenture) and Barclays Bank Plc.

Mr O'Brien is a founding director of Carrington Partners, a specialised management consultancy focused on board and executive level practical advice across a broad range of industries and corporate topics. Through Carrington Partners Mr O'Brien has extensive experience in business growth and transformation, with direct experience in SaaS companies. In parallel to his consulting business, Mr O'Brien continues to be active in ASX-listed companies, particularly those with a technology focus.

Mr Snow has nearly 20 years of experience as a technology leader with a focus on engineering management and leading the development and implementation of engineering solutions in the oil and gas industry. He has previously served as a non-executive director and chairman and currently provides advisory services to a family office and related investments.

The appointments coincide with the resignation of Non-Executive Director Mr Mark Potts. The Board wishes to thank Mr Potts for his valuable contribution since prior to the Company's listing in 2019, as a Board Chair and more recently as a Non-Executive Director.

– ENDS –

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 35 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.