

## **ASX Announcement**

**17 August 2022**

### **AssetOwl Team Development and Corporate Strategy Update**

#### **Highlights:**

- **The Company's team has been expanded to drive Pirsee's East Coast rollout and shift AssetOwl from platform building to platform sales:**
  - **Highly experienced Head of Engineering secured to lead the AssetOwl development team**
  - **James Heys engaged as Head of Product, bringing strong capability in building scalable products and driving product-market fit with 14 years' experience working on SaaS, B2B and enterprise software solutions**
- **The Company remains focused on exploring opportunities to accelerate growth, including through potentially complementary acquisitions**

Enterprise property management platform provider AssetOwl Limited (ASX: AO1, AssetOwl or the Company) is pleased to provide an update on AssetOwl's team development and corporate strategy.

#### **Team development**

The Company is pleased to advise of two key hires to support AssetOwl's East Coast rollout of Pirsee.

#### **Head of Engineering**

The Company has secured a highly experienced Head of Engineering, Diego Tognola, to lead the AssetOwl development team, commencing on 3 October 2022. This is a key hire for the organisation as the need to service AssetOwl's growing customer base becomes greater, and we look to leverage the technology in to new markets. Diego brings with him over twenty years engineering experience in a variety of organisations, both within Australia and overseas.

As the Head of Engineering, Diego will be responsible for ensuring that the Company's products and solutions are fit for the market. The role assumes responsibility for all technical aspects of Pirsee, from product development through to the technologies used to build and deploy the platform.

## Head of Product

As disclosed in the Company's June quarterly report, AssetOwl recently welcomed a highly experienced Head of Product, James Heys.

A pragmatic and innovative product leader with 14 years' experience working on SaaS, B2B and enterprise software solutions, James brings strong capability in building scalable products and driving product market fit.

This role represents a significant expansion in capability: going forward, James will drive AssetOwl's product strategy, with a particular focus on improving customer experience, and in the longer term, exploring opportunities to expand the Company's offering.

These two key hires are complemented by the Company's recent welcoming of a Melbourne-based Customer Success Manager. This valuable addition to the team has been made to lay the groundwork for Pirsee's east coast expansion while providing additional redundancy to the Company's Customer Success team.

The Company is also in advanced negotiations to bring on a new Sales Manager to drive East Coast expansion, particularly as QLD and NSW-compliant versions of Pirsee come online. AssetOwl intends to have this position filled with a targeted start date of late August/early September.

## Chief Technology Officer

With the appointments of new Heads of Engineering and Product, Giuseppe Di Franco has stepped down from his position as CTO and plans to retire as a non-executive director. He continues to provide strategic oversight and advice to the business in which he retains a significant interest. The move had long been planned for personal and professional reasons.

AssetOwl Chairman, Simon Trevisan, said:

*"I would like to pay tribute to Giuseppe and his role in establishing AssetOwl and developing it to its present position. Giuseppe's vision and passion are behind what the company has become. I also want to thank him for persevering to enable a managed handover with the recruitment of the new key staff in Heads of Engineering and Product."*

*"As a co-founder of the business and a strong driver of its vision, Giuseppe has been instrumental in establishing the technological roadmap of the company.  
On behalf of the Board, I would like to thank Giuseppe for his immeasurable contribution to our Company."*

## Corporate Strategy

AssetOwl's product team is presently working on a number of initiatives designed to stoke organic growth, including:

- Release of NSW and QLD compliant versions of Pirsee
- Further routine inspection upgrades in response to customer feedback
- Smart Condition Report (digital sharing of Property Condition Reports) improvements

As AssetOwl organically develops a national footprint, the Company remains focused on exploring opportunities to accelerate its scale gains through potentially complementary acquisitions in the property industry. To that end, the Company has retained Sequoia Corporate Finance to assist in the identification of potential synergistic acquisitions.

For the purpose of ASX Listing Rule 15.5, this announcement has been authorised for release by Simon Trevisan, Chairman of AssetOwl Limited.

**\*\*\*ENDS\*\*\***

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### About AssetOwl Limited (ASX: AO1):

AssetOwl is an innovative technology company which has developed an enterprise software application, providing real estate owners with one trusted platform for managing property inspections.

'Pirsee' (formerly 'inspector360') is the revolutionary next generation of AssetOwl's photo-centric inspection management platform, designed to benefit property owners, tenants, agents and managers. It incorporates 360-degree imagery, video, voice-to-text and hot-spot mapping of floor plans to accurately document property condition reports, significantly boosting the efficiency of the inspection process. In short, the Pirsee app provides tenants, property managers and landlords with an exact record of the condition of residential properties.