



ASX Announcement

21 December 2022

Bridge announces Key Leadership Appointments to drive growth and scale

Bridge SaaS Limited (ASX: BGE) ('Bridge' or the 'Company') is pleased to announce a number of key leadership appointments to drive growth and scale as the Company leverages existing capabilities into new market verticals.

Chief Product & Technology Officer

Oyem Ebinum has been appointed to the key role of Chief Product & Technology Officer to facilitate product innovation and development as the Company consolidates and expands its offering into new market opportunities. Oyem was previously Director, Founder and Chief Product & Technology Officer at digital health and social innovation agency, Sheda. For more than eight years, Oyem was responsible for leading a cross-functional team to understand customers, markets and value propositions of clients to guide product development and innovation from conception to production, including all aspects of research, design and software development, through to delivery. Prior to this he held senior engineering positions at Unlockd, Deloitte, Drop Bio, NIB, University of Melbourne, Bullseye and Isobar.

Mr Ebinum holds a Bachelor of Science (Computing) and a Graduate Certificate in Business Systems from Monash University and a Masters of Engineering in Distributed Computing from the University of Melbourne.

Head of Sales

Adam Mercurio has been appointed Head of Sales to grow revenue in the existing Employment Services sector as well as drive growth in the new NDIS sector. Adam was previously Sales Director for Hivebrite in Australia & New Zealand and prior to this was State Sales Manager in NSW for CreditorWatch. Adam held a number of business development and sales roles for leading Australian companies prior to these positions, making him the ideal candidate to lead our sales team.

Mr Mercurio holds a Bachelor of Commerce (Marketing) from Macquarie University.

Head of Operations

Anna-Marie Stella has been appointed Head of Operations to build the Company's foundations to enable rapid scale in existing and new markets. For more than seven years, Anna-Marie has held a number of

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senior roles for The College of Law Australia, culminating in her appointment as Chief Operating Officer in 2019. Prior to this Anna-Marie spent more than nine years with both LexisNexis Pacific and UK in a range of roles from Managing Editor to Product Manager and Pacific Product Lead. Anna-Marie has a proven track record as a results-focused leader with the ability to craft high level strategy and to successfully operationalise strategic outcomes.

Ms Stella holds an MBA from the University of Sydney Business School, Bachelor of Media/Laws (Honours) from Macquarie University and a Graduate Diploma of Legal Practice from the College of Law Australia.

Managing Director and CEO, Jamie Conyngham, commented:

“Having developed success in the Employment Services sector, the Company now has an opportunity to build on that success and expand into new market verticals. We welcome these key leadership team appointments to ensure Bridge is well placed to execute on our strategic growth initiatives.”

This announcement was authorised for release by the Board of BGE.

For Further Information:

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About Bridge

Bridge provides Software-as-a-Service (SaaS) based Customer Relationship Management (CRM) and workflow solutions to the employment & NDIS industries. Bridge commenced operations in 2008 and has built an established, high-quality customer base within the Employment Services segment.

The Bridge Software is a single platform that simplifies the unique data, compliance and documentary evidence requirements of major government-funded programs through a unified user interface. Bridge Software allows Providers to effectively manage large client caseloads and geographically distributed workforces, within a secure and compliant cloud-based platform. The Company manages more than 1 million client records and is accredited for multiple Australian Government programs.

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