

23 December 2022

ASX Announcement

Kaddy Appoints New Chief Financial Officer

Kaddy Limited (ASX: KDY), or the "**Company**", owns and operates **Kaddy**, a unique and innovative technology platform which provides beverage suppliers an end-to-end supply chain solution that allows them to connect with buyers, simplify operations, streamline payments, and fulfil trade orders.

The Company is pleased to announce the appointment of Mr Andrew Ong as Chief Financial Officer (CFO) of the Company. This follows the resignation of Mr Clint Lander.

Andrew brings extensive marketplace, logistics, and fulfilment experience leading finance and commercial roles. Most recently, he was Head of Delivery Experience at WooliesX (focused on e-commerce and digital marketplace - part of Woolworths Group). Prior roles include Australia Post (Head of Commercial and Head of Finance), CFO roles at Mail Plus and Mail Call Couriers, and with time spent at KPMG in both the UK and Australia.

He is a graduate of the University of Birmingham (BSc Economics) and is a fellow of the Institute of Chartered Accountants of England and Wales (FCA ICAEW).

Kaddy CEO Steve Voorma said "The Board and management team are excited to welcome Andrew into the business. Andrew's unique blend of both financial and supply chain expertise will bring a new dimension to the role. We look forward to Andrew building on the strong foundations that Clint has laid, while bringing new energy and enthusiasm and helping me drive a fresh approach to the business. Andrew commences with the company on 6 February 2023.

The Board and management team extend their sincere appreciation to Clint for his contributions and wish him well in his future endeavours.

END

This ASX announcement was approved and authorised for release by the Board of Directors.

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For more information about Kaddy:

Website: www.kaddy.com.au

Blog: <https://www.kaddy.com.au/insights>

Media: <https://www.kaddy.com.au/media-coverage>

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Kaddy Limited (ASX: KDY)

Kaddy is an Australian publicly listed technology company that operates **Kaddy**, a unique and innovative technology platform which provides beverage suppliers an end-to-end supply chain solution that allows them to connect with buyers, simplify operations, streamline payments and fulfill trade orders.

Our platform consists of the following divisions:

Kaddy Marketplace is a one-stop shop for wholesale beverages discovery, ordering, invoicing and payments. Buyers have access to a broader range of products, a streamlined ordering and invoicing process, and flexible payment options. Suppliers can also connect with a diverse range of venues and retailers, creating opportunities to simplify back-office functions, increase sales opportunities, distribution and reach while improving cash flow.

Kaddy Fulfilment offers the beverages industry a suite of specialised fulfilment solutions, including warehousing, inventory management and nationwide delivery services. With a dedicated fleet servicing major capitals across Australia, it provides suppliers with a fast, efficient and reliable delivery solution.

Kaddy Community is a social networking platform designed to provide like-minded beverage industry professionals access to a forum to share their news, reviews, views, insights and latest announcements.

Kaddy plans to solidify its presence in Australasia before expanding the platform into other key markets such as the UK, Europe, USA, Canada and Asia

Kaddy generates revenue via:

- Order processing fees (% of the order value)
- Accelerated payment fees (% of the order value)
- Fulfilment fees (storage, picking, packing, handling & freight)
- Membership fees (SaaS subscriptions)
- Advertising fees (promotions, branding & corporate display)

Forward-Looking Statements

This document may include forward-looking statements. Forward-looking statements include, but are not limited to, statements concerning Kaddy Limited's planned operations and other statements that are not historical facts. When used in this document, the words such as "could", "plan", "estimate", "expect", "intend", "may", "potential", "should", and similar expressions are forward-looking statements. Although Kaddy Limited believes that its expectations reflected in these forward-looking statements are reasonable, such statements involve risks and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements.