

30 March 2023

ASX Announcement

Board and Executive Change

Kaddy Limited (ASX: KDY; “Kaddy” or the “Company”), is 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 announces the appointment of Mr Brian Goodridge as a non-executive Director and the resignation of Mr Michael Abbott both as a Director and from his executive role as Head of Platforms, effective immediately.

Mr Goodridge is a certified practicing accountant and is the managing director for an accounting advisory firm in New South Wales. He has a Bachelor of Commerce from the University of Western Sydney and has been in the accounting profession for the last 20 years.

Mike Abbott said: “Four years ago, Rich Coombes and I founded Kaddy in Australia with the belief that the beverage industry’s ordering and relationship management would shift to a platform model - to make it easier for great brands to get to market and provide buying managers with unparalleled convenience and choice.

Since then, Kaddy has been a pioneer, introducing numerous innovations and today is the leading player in Australia - we have truly led the way. There is great interest in our B2B or wholesale model and while changing behaviour is never easy, today the platform is host to thousands of trade buyers and sellers across a large number of beverage SKUs and brands.

The next step for the platform is to continue to scale with larger accounts and to integrate more deeply with our buyers and suppliers and I am confident that under Steve Voorma’s leadership this can be achieved.

I express my gratitude to Paul Evans and James Walker, my fellow directors, for their unwavering support of me and the company as a whole. I’d also like to thank the entire Kaddy team for their efforts and the deep care they have for the business and the industry.”

Chair Paul Evans said: “The Board and senior executive team warmly welcome Brian to Kaddy. He brings both extensive and diverse commercial experience working with fast-growing young companies and new energy to our leadership group.

“We are extremely grateful for Mike’s contribution to the Company. His vision as co-founder of Kaddy, before its acquisition by the Company in December 2021 has instrumentally led a shift to digitise the wholesale Beverage industry and will hugely benefit industry participants and ultimately consumers. With a strong entrepreneurial spirit, Mike conceived and built Kaddy which in its early days helped craft beers with an important new channel to market through platform. The Board and all staff at Kaddy sincerely wish him the very best in his future endeavours.”

END

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

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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.