

## ASX release

27 July 2023

### Way2VAT appoints new Chief Financial Officer

- **Evyatar Cohen appointed as Chief Financial Officer, bringing more than 20 years' experience in finance leadership**

Global leader in automated VAT claim and recovery solutions, Way2VAT (ASX:W2V), has appointed Evyatar Cohen as Chief Financial Officer, effective 27 July 2023.

Mr Cohen has more than 20 years' experience as a CFO and financial consultant for several public companies traded in the United States, Israel and Europe as well as privately held companies. Mr Cohen has gained vast experience in many industries such as high-tech, bio-tech, oil and gas, entertainment and media, and venture capital sectors.

Mr Cohen also worked at PwC in Tel-Aviv and New York, overseeing multinational audit engagements. Mr Cohen is a Certified Public Accountant in both the US and Israel and holds a Bachelor of Business Management and a Masters of Law from Bar Ilan University in Israel.

Way2VAT Founder and CEO, Amos Simantov said: "We are pleased to have someone of Evyatar's calibre join Way2VAT. His substantial international financial services knowledge and expertise in managing strategic pivots for companies will strengthen our ability to execute the next phase of growth as we leverage Way2VAT's position as a global leader in automated VAT claim and return solutions.

Mr Cohen is taking over the role from Smadar Noy who will step down from the CFO position, effective 27 July 2023.

"On behalf of Board, I thank Ms Smadar Noy for the significant contribution she has made to the business and wish her all the best in her future endeavours."

*This announcement was authorised for release to the ASX by the Board of Way2VAT*

## ENDS

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**WAY2VAT**  
Global VAT Refunds

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### **About Way2VAT**

Way2VAT is a global fintech leader in automated VAT/GST claim and return solutions in over in 40 countries and in over 20 languages, serving hundreds of enterprise businesses worldwide. Way2VAT owns and operates a patented artificial intelligence technology that powers the world's first fully automated, end-to-end VAT reclaim platform.

Established in 2016, Way2VAT is headquartered in Tel Aviv with offices in the United Kingdom, Spain and Romania and has over 60 employees.

Used by more than 315 enterprise companies including BASF Germany, Max Mara, TikTok, Pizza Hut Spain, Playmobil, Foot Locker Europe, Nestlé Spain, Camper, Sony Spain, Ariston Group, Artsana Group, MasterCard, eToro, Kimberly-Clark, Hitachi ABB, Amdocs, EY Israel, Mobileye Intel, RB, Willis Towers, Siemens-Israel, Daily Mail Group, Sage, Falck, and Boston Red Sox, with customer retention over 97 per cent.

[www.way2vat.com](http://www.way2vat.com)

**ASX: W2V**

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