



ASX ANNOUNCEMENT

17 June 2025

TRIALKEY APPOINTS MATT HALLAM AS CHIEF REVENUE OFFICER TO ACCELERATE COMMERCIAL GROWTH

Opyl Limited (**ASX: OPL**) is pleased to announce the appointment of Matt Hallam as Chief Revenue Officer, effective immediately. This strategic engagement reflects the Company's commitment to driving accelerated commercial growth and expanding the footprint of Opyl's core product *TrialKey.ai* across the biopharmaceutical and clinical research sectors.

Mr. Hallam brings more than 25 years of executive leadership and commercial expertise across digital health, clinical trials, and real-world data. His experience spans senior roles at global healthcare leaders such as *Johnson & Johnson*, *Medtronic*, and *Citeline* (formerly part of *Informa*). At Citeline Mr. Hallam was the Head of ANZ and SE Asia.

Citeline, a leading provider of pharmaceutical intelligence solutions, merged with *Norstell* in 2022 to form a USD \$5 billion global healthcare technology group. The combined organisation now employs over 1,600 people worldwide.

As Chief Revenue Officer, Mr. Hallam will lead strategic market expansion initiatives, forge partnerships with top-tier contract research organisations, pharmaceutical companies, and convert high-value opportunities into revenue. His role is critical to positioning *TrialKey.ai* as a category leader in AI-driven clinical trial design and feasibility.

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Mr. Hallam joins the Company under a consulting agreement through *Melbourne Scientific Pty Ltd*, under which he will be compensated AUD \$10,000 per month, comprised of a 70% cash and 30% equity component. The equity portion will be delivered quarterly, aligned with ASX standard advisor arrangements.

Opyl Executive Chair, Saurabh Jain, said:

"We are thrilled to welcome Matt to the executive team. His deep industry experience and commercial acumen are precisely what TrialKey needs to scale our AI platform globally and drive sustainable revenue growth."

This announcement has been authorised for release by the Board of Opyl Ltd.

-ENDS-

For further information, please contact:

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About Opyl Limited (ASX: OPL)

Opyl Limited is an AI company dedicated to leveraging data and technology to transform the landscape of clinical trials and medical research. With a commitment to innovation and strategic growth, Opyl is positioned to lead the way in shaping the future of healthcare solutions.

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