

**Media Release**

10 May 2021

## Independent Non-executive Director Appointment

- Digital health and fitness company OliveX Holdings Ltd welcomes Ms Karen Contet to the Board of Directors.
- Appointment bolsters Board experience and expertise in lucrative high-tech and gaming industries.

Digital health and fitness company OliveX Holdings Limited (NSX: OLX) (OliveX or the Company) is pleased to announce the appointment of Ms Karen Contet as independent non-executive director.

Ms Contet is the Hong Kong-based co-founder and CEO of AngelHub (<https://angelhub.io>), Hong Kong's only Securities and Futures Commission-regulated tech investment platform which invests in Asian tech companies. Over the past twelve months, AngelHub has assessed over 1,400 companies and has made investments in a range of sectors including gaming, Fast Fashiontech and blockchain.

She is also the co-founder of WHub (<https://whub.io>), Hong Kong's largest startup community and ecosystem accelerator. WHub is the organiser of Scaleup Impact Summit (<https://whub.io/scaleup-impact-summit>), a global conference which in 2020 connected over 20,000 attendees from 97 countries and showcased 274 speakers on several stages across all continents.

Ms Contet is a founding board member of the Fintech Association of Hong Kong.

Commenting on the appointment, Keith Rumjahn, CEO of OliveX said:

"We are thrilled to announce Karen's appointment to the OliveX board. She is highly experienced at driving significant business growth, particularly in the Hong Kong tech industry. Her expertise in identifying strategic opportunities and building long-term partnerships will be invaluable to us as we continue to execute our ambitious strategy. We are really looking forward to her contribution."

In relation to her appointment, Ms Contet said:

"The health and fitness industry is at a pivotal point in terms of disruption and opportunity, and OliveX is leading the way with its innovative technology, its team of industry experts, and its strategy for commercialisation and growth. OliveX has huge potential, and it's a truly exciting time to be joining the Board."

## **OliveX Holdings Limited**

OliveX is a digital health and fitness company selling innovative products and applications to deliver a unique user experience using artificial intelligence, gamification and premium content. With its flagship product the KARA Smart Fitness Mirror and its end-to-end gym member engagement platform, Volution, OliveX provides services that link and engages consumers with brands, influencers and fitness coaches whether they are at home, at the gym or exercising outdoors. OliveX has a market reach that spans over 170 countries.

For more information, please visit [www.olivex.ai](http://www.olivex.ai)

## **KARA Smart Fitness**

KARA Smart Fitness is OliveX's digital application that delivers premium, on demand and live health and fitness-related content and classes from celebrity trainers and wellness influencers across the globe. KARA Smart Fitness complements the KARA Smart Fitness Mirror and together the products provide a complete hardware and software solution that harness artificial intelligence and technology for at-home fitness.

For more information, please visit [www.karasmartfitness.com](http://www.karasmartfitness.com)

## **Volution**

Volution is a software business that develops tools and interfaces to help gyms maximise the value of their data. By providing tools to attract, engage, retain and monetise gym memberships, Volution's software enables gym owners to optimise the performance and returns from their clubs by offering a full end-to-end, in-club and virtual solution to keep members engaged, wherever they are.

For more information, please visit [www.volution.fit](http://www.volution.fit)

## **For more information, please contact:**

Xavier Kris  
Executive Director  
[xavier.kris@olivex.ai](mailto:xavier.kris@olivex.ai)

*This release has been authorised by the board of OliveX Holdings Limited.*