

ASX Announcement

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EXPERIENCED M&A STRATEGIST JOINS ADVISORY COUNCIL

- **Kym Pfitzner has been appointed to Asia Pacific Digital's Advisory Council**
- **Former Head of M&A for Dentsu Aegis Network Asia Pacific**
- **Brings over 25 years of management, M&A and JV experience in advertising and media**
- **Key appointment as APD identifies and evaluates strategic partner interest**
- **Enhances APD's experienced Council of senior Board and C-suite advisors**

Asia Pacific Digital Limited (ASX: DIG) announces the appointment of Kym Pfitzner to its Advisory Council.,.

Mr. Pfitzner has over 25 years' senior leadership experience in advertising and media in the Asia Pacific region, having previously held Head of M&A, CEO and COO roles with Dentsu Aegis Network. He is a Chartered Accountant with experience in leading acquisitions, joint venture formations, partnerships, strategic shareholding acquisitions, affiliations and divestments in the advertising and media industries.

Mr. Pfitzner's appointment is expected to prove valuable as APD undertakes a strategic review of its 360 Degree Digital Services business.

Kym joins Advisory Council members Rajiv Wahl (Singapore) and Nonoy Colayco (Manila). A resident of Melbourne, he previously lived in Singapore and Shanghai for 14 years.

Commenting on the appointment, Chairman Roger Sharp said:

"Kym's experience and leadership in the advertising and media industries make his appointment to our Advisory Council both timely and highly valuable to APD as we identify and engage with strategic partners."

Background on APD

APD has built an integrated digital services platform providing 360 degree digital services (strategy, technology, performance marketing, CRM and analytics) to clients across Southeast Asia and Australasia.

With just under 400 employees located in its major offices in Shanghai, Manila, Kuala Lumpur, Singapore, Sydney, Melbourne and Auckland (Jakarta is under option), APD is the largest independent digital services provider across these markets.

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