



Announcement to ASX
ASX Code: HTG

February 3, 2021

Harvest Technology Group to Appoint David Fosberg as First-Ever Chief Customer Officer

Remote communications innovator adds to executive team to enable growth expansion

February 3, 2021: Harvest Technology Group Limited (ASX:HTG) (Company, Group, Harvest), an innovator in encoding, decoding and compression solutions enabling video, audio, and data to be shared anywhere in the world, is excited to announce that David Fosberg (Fosberg) will become the company's first-ever Chief Customer Officer. In this newly created executive role, he will globally unite business development, sales, marketing and customer account management functions, overseeing the entire customer experience from branding, messaging, customer acquisition and onboarding, to customer success.

CHIEF CUSTOMER OFFICER

The creation of Fosberg's position formalises the company's ongoing commitment to global growth, as outlined in Phase 1 of the company's Strategic Plan, through placing the customer at the heart of everything it does. "David has a proven track record and global experience spanning more than two decades across three continents, establishing and growing market leadership for new technology and services," says Paul Guilfoyle, Group Managing Director. "His personal approach of beginning everything he does with the customer firmly in mind has delivered success for both customers and organisations including Samsung, Intel, Dell, and fast-moving SaaS providers. We share this commitment to customers and are excited to have David's senior leadership experience join our global team."

"Harvest is helping people and organisations make connections, improve decision making, and take action remotely across land, sea, and air, benefiting an exciting array of industries," says Fosberg. "When I look at the opportunity ahead, I reflect back to my time as a student with innovative management thinker and prolific author, Peter Drucker, who challenged us to always be able to answer these vital questions: Who is your Customer and What does your Customer Consider Value. The team at Harvest shares this committed approach and I'm excited to join them to ensure the growing success of our existing and future customers."

GLOBAL EXPERIENCE

Fosberg brings global experience to the role having held leadership positions in the U.S., Europe, and Asia-Pacific. He was more recently Co-Founder and Chief Marketing Strategist for Market Rhythm, a global marketing and creative agency with offices in the U.S. and Asia serving top Fortune 500 technology companies. He was also Vice President of Sales & Marketing for Samsung Electronics, where he established customer advisory councils and led new product introductions that grew revenues 55% to \$1.4 Billion. Fosberg held similar leadership positions with Intel, while heading regional teams based in places such as Silicon Valley, Munich, and Singapore, where his roles spanned from cloud computing, wireless, open source, SaaS, and smart devices. He earned a bachelor's degree in business administration from Oregon State University and an MBA from the Peter F. Drucker Graduate School of Management at Claremont Graduate University.



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This announcement was authorised for release by Paul Guilfoyle, Managing Director.

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About Harvest Technology Group

Harvest Technology Group Limited (ASX:HTG) is an Australian operated group of companies whose portfolio includes Harvest Technology Pty Ltd and Harvest Infinity Pty Ltd. Harvest Technology is a bespoke subsea technology solutions provider for the energy, resources, and renewables sectors. Harvest Infinity is an innovation company developing remote control, communication, automation and monitoring solutions.

To learn more please visit: www.harvest.technology