

**ASX RELEASE****2 June 2025**

## **New Key Management Personnel Appointed**

### **Orcoda Limited Appoints Mark Austin as Sales Manager OWLS and Consulting**

Orcoda Limited (ASX: ODA) ("Orcoda" or "the Company") is thrilled to announce the appointment of Mark Austin as Sales Manager for Orcoda Workforce Logistics System (OWLS) and Consulting Services, effective July 1, 2025, with transition activities commencing June 2, 2025.

This strategic appointment bolsters Orcoda's leadership team and marks a pivotal milestone for the Company's growth trajectory. Mark's proven expertise and extensive network are expected to significantly accelerate Orcoda's annual recurring revenue (ARR), particularly in the Government and Resources sectors, as he leads sales efforts for the innovative OWLS platform and Consulting Services.

Mark Austin is an award-winning Senior Executive with over 30 years of experience driving multimillion-dollar growth in IT sales, consulting, and digital transformation across public, private, and non-profit sectors. Renowned for his strategic sales leadership, operational excellence, and ability to forge strong client relationships, Mark specializes in commercial negotiation, market expansion, and high-value sales.

In his most recent role at a leading global IT services company, Mark achieved remarkable results, including:

- Developing and executing growth strategies that enhanced market penetration in Mining, Health, Public Sector, Travel and Transport industries.
- Serving as Global Client Partner for a major travel company, achieving a 30% year-on-year increase in Total Contract Value (TCV) and a 5% year-on-year improvement in revenue margins.
- Acting as Sales Director for BHP and Rio Tinto, securing multiple deals exceeding \$20 million.
- Leading Queensland Government accounts from 2022 to 2025, building a sales pipeline valued at over \$250 million.

Mark's prior roles at multinational corporations and some of Australia's fastest-growing technology companies further underscore his ability to drive scalability and deliver results in competitive markets.

Orcoda Managing Director Geoffrey Jamieson commented: "Mark's appointment brings unparalleled sales expertise and strategic vision to our executive team. Combined with the recent addition of Patrick Bodegraven and other recently appointed high-caliber sales

professionals, Mark's leadership positions Orcoda to achieve substantial ARR growth. Our recent capital raise was strategically designed to strengthen our sales and marketing capabilities with top-tier talent experienced in selling technology solutions to Government, Transport, and Resources sectors. We are confident Mark will drive transformative outcomes for Orcoda."

Commenting on his new role, Mark Austin said: "Joining Orcoda was an easy decision. The Company's cutting-edge technology platforms, particularly the patented Orcoda Workforce Logistics System (OWLS), are truly game-changing across multiple industries. I'm excited to join a team with innovative technology, a collaborative culture, and a bold vision for growth. I look forward to scaling Orcoda's platforms and IT services in Australia and globally, driving significant ARR growth, and establishing Orcoda as one of Australia's leading technology companies."

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*This ASX release is authorised by the Board of Orcoda Limited.*

For more information please contact:

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## **ABOUT ORCODA**

*Orcoda Limited (ASX: ODA) is a leading provider of integrated smart technology solutions in transport logistics, workforce logistics and transport infrastructure. We are dedicated to optimising our clients' operations, enhancing efficiencies, connectivity and compliance. Our mission is to be our clients' trusted partner in their digital transformation journey.*

*Our clients include some of Australia's largest companies in the transport logistics, healthcare transport, transport infrastructure and the resources sectors.*

*Our long-term vision is to be a leading Intelligent Transport Management Systems provider to manage the transportation needs of people, parcels and goods within smart transport corridors of the future.*

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