

**ASX RELEASE****14 May 2025**

## **New Key Management Personnel Appointed**

### **Orcoda Limited Appoints Patrick Bodegraven as General Manager Sales & Marketing**

Orcoda Limited (ASX: ODA) ("Orcoda" or "the Company") is pleased to announce the appointment of Patrick Bodegraven as Group General Manager, Sales & Marketing, commencing on 1<sup>st</sup> July 2025 but working with Orcoda from 19<sup>th</sup> May 2025.

This strategic appointment strengthens Orcoda's leadership team and key management personnel; Patrick's appointment is a significant milestone for a company of our size. He is excited about Orcoda's growth potential and is confident that his expertise and extensive network will drive a substantial increase in our annual recurring revenue as he steps into the role of General Manager, Sales and Marketing.

Patrick brings a wealth of experience in IT sales, consulting, and digital transformation across public, private, and non-profit sectors. He has held senior sales leadership roles with global technology leaders including Tata Consultancy Services, Wipro, SAP, and Deloitte. Patrick has a history of building high-performing business units, particularly in consulting and government sales.

Most recently, as General Manager for Government & Higher Education at Tata Consultancy Services, Patrick has led initiatives that harnessed cloud computing, artificial intelligence, data analytics, and cybersecurity to drive innovation and efficiency in his clients' operations and to drive large revenue sales within the organisations he has worked for.

Orcoda Managing Director Geoffrey Jamieson stated that "Patrick will bring new skills and deep sales experience to the executive team that Orcoda has been lacking in the past. I am very pleased that Patrick has accepted this important role within the business. The reason for the recent capital raising was to bolster up our sales and marketing team with exceptional salespersons who have had substantial experience selling technology into Government, the Transport sector and the Resources industry. We're confident Patrick will make a significant impact, and we look forward to announcing another very strategic sales appointment soon."

In response to his appointment, Patrick said: "During my due diligence, I was impressed by the strength and innovation of Orcoda's technology platforms, they are some of the best I've seen. The patented Orcoda Workforce Logistics Solution (OWLS) in particular stands out as a game-changer, especially for industries such as government, oil, gas and mining and can substantially grow Orcoda's annual recurring revenue. I'm excited to join a team with such outstanding technology, a collaborative culture, and a clear growth vision".

-ENDS-

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

For more information please contact:

**Geoff Jamieson**

Managing Director

[gjamieson@orcoda.com](mailto:gjamieson@orcoda.com)

**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, infrastructure and resources sectors.*

*Our long-term vision is to be a leading Intelligent Transport Management Systems provider to manage smart cities and smart transport corridors of the future. [www.orcoda.com](http://www.orcoda.com)*