



## ASX ANNOUNCEMENT

12 August 2021

### APPEN BOARD RENEWAL

Appen Ltd (ASX: APX) (Appen) today announced the appointment of Richard Freudenstein as an independent non-executive director and Chair-elect, and William Pulver's retirement from the Board.

Mr Freudenstein will commence as non-executive director on 12 August 2021 and will succeed Chris Vonwiller as Chair when Mr Vonwiller retires on 28 October 2021. Mr Vonwiller has served as Chair of Appen for 12 years and was CEO from 1999 to 2010.

Commenting on the appointment, Mr Vonwiller said, "Richard is an experienced director and Chairman of large public companies and brings extensive governance expertise to the Board. His experience as a CEO and COO in the fast-evolving media industry also mean he is ideally placed to provide leadership for the next phase of Appen's development. We are now working closely to ensure an orderly transition and I am confident that Richard will help to drive the company's future growth."

Mr Freudenstein is a Director of Coles Group Limited, REA Group Ltd and Cricket Australia. Previously, he was Chairman of REA Group Ltd and a director of Ten Network Holdings Ltd, Foxtel and Astro Malaysia Holdings Berhad. He has held the roles of Chief Executive Officer at Foxtel, News Digital Media and *The Australian*, and was Chief Operating Officer at British Sky Broadcasting. He is currently Deputy Chancellor of The University of Sydney and is a member of the Advisory Board of Afiniti, a US-based data and software company that develops artificial intelligence for use in enterprise contact centres.

Mr Freudenstein said, "It is a great honour to be joining such an exciting and dynamic company. Artificial intelligence is transforming the products and services we use every day and Appen plays a unique role in ensuring that AI works for all users in the real world. Chris has been instrumental in Appen's success since it was founded 25 years ago by him and his wife, Dr Julie Vonwiller. Under his stewardship, Appen has delivered extraordinary growth and has transformed from an Australia-based language data services provider to a global product led provider of AI data and solutions. I look forward to working with the Board and management team and to contributing to Appen's success."

William Pulver will retire on 25 August 2021 after 11 years as a non-executive director and having served as CEO of Appen from 2010 to 2013. He will be succeeded as Chair of the Nomination and Remuneration Committee by the independent non-executive director, Steve Hasker.

Mr Vonwiller said, "On behalf of the Board, I would like to thank Bill for his extraordinary contribution and commitment over many years. He has been integral to making Appen an incredible success story and to steering the company towards its global role in the transformative AI industry."



Authorised for release by the Board.

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### **About Appen**

Appen collects and labels images, text, speech, audio, video, and other data used to build and continuously improve the world's most innovative artificial intelligence systems. Our expertise includes having a global crowd of over 1 million skilled contractors who speak over 235 languages, in over 70,000 locations and 170 countries, and the industry's most advanced AI-assisted data annotation platform. Our reliable training data gives leaders in technology, automotive, financial services, retail, healthcare, and governments the confidence to deploy world-class AI products. Founded in 1996, Appen has customers and offices globally.