

24 April 2024

Appointment of CEO

IncentiaPay Ltd (ASX:INP or the Company) is pleased to announce the appointment of Heidi Halson as our new Chief Executive Officer (CEO).

Heidi was previously CEO of the Entertainment business from 1994 through until 2016. During this tenure, she was responsible for creating the household Entertainment brand in Australia from inception. Heidi grew Entertainment memberships to over 600,000 and Frequent Value revenues to over \$6 million, all while giving back \$85 million (during her tenure) to our Fundraisers.

Our recent “Revenue Pivot Strategy” is underpinned by rejuvenating our Fundraiser network to build back our Entertainment membership. There is no person more qualified in Australia to lead this strategy.

Chairman of the INP Board, Dean Palmer, commented, *“We are excited to have Heidi lead the business during this next key phase of the Company’s journey. Heidi brings a level of knowledge and experience to the Entertainment business that is unmatched. Heidi also brings passion and drive to re-establish Entertainment as a household brand, with a commitment to bringing fundraisers, merchants and consumers together. Heidi has already been consulting with the business for the past few months and will hit the ground running in her role as CEO.”*

Heidi Halson commented, *“I feel very privileged and excited to once again lead the Entertainment business as its CEO. I am extremely passionate about the business and the positive contribution we make to Australian communities through fundraising and supporting the hospitality and travel industries, whilst also providing best in market quality savings to our valued members. I am thankful to Ani for the work that he and the team has undertaken in the last 2.5 years. The business is now well positioned for growth, which is what drove Entertainment’s success during my previous tenure as CEO. Having already spent a few months in the business as a consultant, I recognise the same fundamental drivers that will underpin Entertainment’s success once again. I look forward to sharing our growth journey with all stakeholders over the coming months and years into the future”.*

The key terms and conditions of Heidi’s appointment are set out in Attachment A.

This announcement has been authorised for release by the Board of Directors of IncentiaPay Ltd.

For more information, please contact:

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CFO and Company Secretary

Attachment A – Key Terms and Conditions of Employment of Heidi Halson

Commencement Date	1 May 2024
Term	The agreement will terminate automatically on 30 June 2026 unless extended upon mutual agreement from both parties.
Fixed Remuneration	<p>\$315,000 per annum plus statutory superannuation from 1 May 2024 to 30 June 2025</p> <p>\$330,000 per annum plus statutory superannuation from 1 July 2025 to 30 June 2026, subject to performance measures having been met.</p>
Discretionary Benefit	Car parking to the value of \$165 per month.
Short-Term Incentives	<p>Base STI - Upto \$100k per annum subject to achieving key performance indicators as determined by the Board.</p> <p>Stretch STI – Upto an additional \$100k per annum subject to achieving key stretch performance indicators as determined by the Board</p>
Long-Term Incentives	20.5 million shares on 30 June 2026 subject to market cap indicator as determined by the Board and approved by Shareholders in 2024 AGM.
Termination and Notice	The Company or Mrs. Halson may terminate the employment contract by giving 6 months' notice.

About IncentiaPay

Through its Entertainment-branded subsidiaries, IncentiaPay provides a marketplace for offers and rewards which connects merchants wanting more business with consumers seeking entertainment, lifestyle and leisure experiences at great value.

Founded in 1994, Entertainment (part of IncentiaPay) is a trusted and iconic source of member-only offers and deals that manages the largest and most comprehensive amount of entertainment-related merchant content. It provides fundraisers, merchants and enterprises with advanced data and campaign analytics and markets to the largest closed-group of subscription-paying members in Australia and New Zealand.

IncentiaPay generates revenue through member subscription fees and marketplace features that provide data-as-a-service and targeted campaign value to merchants, enterprise and fundraising partners. www.incentiapay.com.au