

ASX Announcement
27 March 2024

UNITH appoints Gary Cox to Board of Directors

Unith Ltd (ASX: UNT & FWB: CM3) is pleased to confirm the appointment of Mr Gary Cox as Non-Executive Director.

Appointment of Director

The appointment of Mr Gary Cox as a Non-Executive Director to the Board of UNITH signifies a strategic enhancement of the Company's corporate governance and advisory capabilities.

Mr Cox brings over 35 years of experience in the IT and software industries, having worked across global markets in the UK, Europe, USA, Australia, and Japan. These included executive roles for Microsoft where he served as Executive Officer & General Manager - Enterprise and Partner Group in Japan before being promoted to Vice President Enterprise & Partner Group - Asia.

His current roles include Non-Executive Director at NEXTGEN, GapMaps, and SWARM. Previously Gary served as Non-Executive Chairman of rhipe an ASX listed company until its acquisition by Crayon Group in Nov 2021 for AUD\$400M. Post-acquisition Gary served as an advisor to the Global Board of Crayon Group until May 2023.

An expanded biography is following at the end of this announcement.

UNITH Non-Executive Chairman, Sytze Voulon said, *“It is a pleasure to welcome Gary to UNITH where he brings a wealth of knowledge around software development, commercialisation, global expansion and enterprise solutions. Gary’s leadership demonstrated during the acquisition by Crayon, reflects his adeptness in strategy, execution, cultural alignment and governance. His passion for emerging technology trends and commitment to leveraging these trends for positive impacts on customers and partners around the world are assets that UNITH is excited to embrace.”*

Resignation of Director

Following discussions with the Board of Directors, Mr Blake has elected to resign as Director due to differences with the Board as to the proposed direction of the Company.

Withdrawal of Resolution 5

Following Mr Blake's resignation as Director, the Company advises that Resolution 5 set out in the Notice of General Meeting convening a meeting for 28 March 2024 (General Meeting) will no longer be put before shareholders.

The withdrawal of Resolution 5 will not affect the validity of the proxy form attached to the Notice of General Meeting or any other proxy vote already submitted in respect of the remaining resolutions to be put to shareholders.



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(ENDS)

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

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About UNITH

UNITH is a leading digital human software developer. It unifies the research and development of facial movement deep learning, audio machine learning, and conversational design to generate the first customizable, interactive avatar of its kind.

Businesses can create their own digital humans to immerse, assist, and educate customers in real time and in multiple languages, all through one full stack platform.

For further information, please visit: unith.ai



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BIO – GARY COX

Gary has over 35 years in the IT industry based in a variety of countries (UK, Europe, USA, Australia & Japan). Gary currently is a NED at NEXTGEN a born in the cloud software distributor, GapMaps (Location Intelligence) and SWARM. He was acting as an advisor to the Global Board of Crayon and was overseeing the APAC integration of Crayon and rhipe until May 2023. Prior Gary was Chair of rhipe an ASX company focused on the distribution of major technology vendors product and services across Asia until November 2021. Gary led the acquisition of rhipe by Crayon via a scheme of arrangement. This transaction completed on November 3rd, 2021.

During his tenure at rhipe (April 2019 to November 2021) Gary and team oversaw strong growth across all segments including several critical acquisitions and JV in Japan to enable diversification. Gary brings a focus on strategy, execution and culture alignment, combined with his significant Asia and global experience.

Gary retired from Microsoft in Dec 2015 with a desire to focus his time on working with new business growth ventures in the technology sector.

Currently he retains both advisory and board appointments for technology organizations based in Australia with a desire for Asia and global growth. He invested and acted as executive chairman at IT based Managed Service Provider Xcentral which was sold in Feb 2020 to Nexon and EQT.

Primary areas of expertise is global leadership, cultural alignment, sales and services strategy, organizational and operational implementation across primary customer, partners and market segments.

His last position at Microsoft was VP Enterprise and Partner business for Asia (Japan, India, APAC, Hong Kong, Taiwan) excluding China. He retained responsibility for all key industry segments throughout Asia across 16 subsidiaries which encompasses all Microsoft's large customer across the commercial and public sector markets with P&L and revenue budget of approx. \$5B USD. He retained direct responsibility to ensure Microsoft remained a leader in providing value added, innovative solutions for the customers via significant external engagement. The role combined strategic leadership with operational alignment of both Microsoft and partner resources. He is very passionate about how emerging technology trends will be utilized to positively impact customers and partners across Asia.

Before returning to Microsoft in 2010 Gary served as the head of EMC's Australia-based Global Services Division, with responsibility for building and executing managed-services business strategy. Prior, he took on the role of CEO for TrueLocal, a News Corp. subsidiary and Internet search business serving Australia and New Zealand.

Gary's Microsoft tenure stretches back to 1992, and his experience includes roles leading industry and business-segment sales in Australia, overseeing services and support for Asia (based in Tokyo), managing IT services for global sales and marketing divisions (based in Redmond, Washington), and serving in divisional sales and consulting leadership roles in the U.S. and Australia.

Gary began his career with CAP UK (1982 to 86) and then Oracle, where spent six years working as a consultant and consulting manager in the United Kingdom and the United States.

Originally from the United Kingdom, Gary holds a First-Class Honours Degree in Operational Engineering.

