



D A M S T R A

11 September 2020

Technology executive Sara La Mela to join Damstra Board

Damstra Holdings Limited (**Damstra** or the **Company**, ASX:DTC) Executive Chairman, Johannes (Jan) Risseeuw, is pleased to announce the appointment of Sara La Mela as an independent Non-Executive Director to the Damstra Board.

Sara has extensive experience as a senior technology executive in both Australia and the United States, serving in various roles at both Twitter and Google. At Twitter she was a founding member of its global sales team. Sara has served as the Chief Operating Officer of Local Measure for the last six years, a business that provides a next-generation customer experience platform to help identify, understand and engage customers around the world to drive loyalty.

Since its initial public offering in June 2019, Sara has served as a Director at Whispir Limited (ASX:WSP). Whispir is a global SaaS company, providing a communications workflow platform that automates communications between organisations and people across all digital channels.

Mr Risseeuw said, "I am delighted to welcome Sara to the Damstra Board and look forward to the unique perspectives that she will bring. Sara understands what world class technology companies need to do to be successful."

"Importantly, as Damstra expands its reach, Sara also brings valuable insights into the North American market and how technology companies can effectively execute successful sales strategies."

"The Damstra Board has spent significant time reviewing where we needed to add Board capability, considering our technology product pipeline and international growth aspirations. Sara's experience and entrepreneurial thinking will help us more deeply appreciate the necessary steps to capturing the significant global opportunity for our leading product solutions."

Sara's appointment to the Board is effective on 1 October 2020. She will stand for election at the Damstra Annual General Meeting on 18 November 2020.

Ms La Mela commented, "Damstra is a dynamic and successful Australian born technology provider which is early into an exciting phase of scaling on a global stage. Compliance and workplace management are areas ripe for digital transformation and Damstra is at the cutting edge of this unfolding process."

"At the core of the Damstra mission is to improve the health, safety and working lives of hundreds of thousands of individuals at diverse locations across eleven countries. This is an especially important and vital role as the world faces new challenges adapting to COVID-19."

"Joining the Damstra Board presents an opportunity for me to complement the deep industry experience of fellow directors in industries such as mining, energy and construction, with my own skills in sales, marketing, and partnerships, as well as my exposure to other industries in which Damstra solutions are becoming more relevant."

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Sara holds a Bachelor of Arts from the University of Pennsylvania, and an MBA from INSEAD.

An Appendix 3X will be lodged following 1 October 2020.

Ends

Authorised for release to ASX by the Board of Damstra.

Enquiries

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About Damstra

Damstra is an Australian-based provider of integrated workplace management solutions to multiple industry segments across the globe. The Company develops, sells and implements integrated hardware and software-as-a-service (SaaS) solutions in industries where compliance and safety are of utmost importance. These solutions assist Damstra's clients to better track, manage and protect their staff, contractors and their organisations, and to reduce the risks associated with worker health, safety and regulatory compliance.

The Company has been operating since 2002 and has grown from providing an Australian mining contractor management solution to an integrated workplace management solution provider with a growing client base in international markets.

For more information, please visit

<https://workplace.damstratechnology.com/>

<https://www.linkedin.com/company/damstra-technology/>

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