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30 July 2021

FOR IMMEDIATE RELEASE

General Manager
ASX Market Announcements
Australian Securities Exchange Limited
PO Box H224
Australia Square
Sydney NSW 1215

Appointment of Additional Non-Executive Director

The Board of BSA Limited (ASX: BSA) is pleased to advise the appointment of Ms Michelle Cox as an additional Non-Executive director of BSA.

Michelle has over 21 years of Board expertise in Executive and Non-Executive roles with multi-national experience in marketing, travel, tourism, and hospitality industries.

Michelle is a Non-Executive Director on the board of tourism adventure company Experience Co (ASX:EXP), has held a Director role on the Board of Tourism Tasmania for the past six years and continues to be a shareholder in the tourism marketing consultancy firm The Linchpin Company. She is also a shareholder in the marketing communications agency group Bastion Collective.

In 2019 Michelle commenced a new business called The Wabi Sabi Series. Implementing cultural and strategic change while improving bottom-line results and motivating teams to peak performance is Michelle's focus.

Michelle has an Associate Diploma in Applied Science (Victoria University) and is a Graduate of the Australian Institute of Company directors.

The Appendix 3X for Michelle Cox follows.

For and on behalf of the BSA Limited Board of Directors

Further information:

Michael Givoni
Chairman
BSA Limited
T: +61 2 8748 2464

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity BSA Limited
ACN 088 412 748

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Michelle Cox
Date of appointment	30 July 2021

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities Nil

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest Note: Provide details of the circumstances giving rise to NIL	Number & class of Securities
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Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	
Name of registered holder(if issued securities)	
No. and class of securities to which interest relates	