



## ASX ANNOUNCEMENT

4 January 2022

### Swoop Expands Sales Leadership for Next Stage Growth

Swoop Holdings Limited (**ASX: SWP**) is pleased to announce that Sean Clarke has assumed the role of Group Head of Sales and Steven Hannan has been appointed Head of Marketing, as the company expands its sales leadership and focus on increasing the momentum in organic growth.

Swoop CEO, Alex West said, "Sean is an accomplished sales leader with over 25 years' experience building and leading B2B and B2C sales teams. Having previously worked with Sean at Vocus/Amcom, I'm excited that he has taken up a more senior role in Swoop. Steven brings more than 18 years of experience delivering strategic and successful product, brand, marketing and digital B2B and B2C programs for national and global firms. And his experience at NBN will be invaluable in growing our business in this space."

West continues; "With the integrations of the acquired businesses nearing completion, this is the perfect time to increase the capability and focus on Sales and Marketing."

As a result of these appointments Matt Hollis, who was previously in a part-time role as the Company's Sales and Marketing Director, has transitioned to a Non-executive Director role with effect from 1 January 2022.

Authorised for release by the Board of Swoop Holdings Limited.

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#### **About Swoop**

Swoop is a national provider of fixed wireless internet services to wholesale, business and residential customers. The Swoop network is designed and scaled to deliver ultra-reliable, high throughput, flexible telecom network services. Swoop is established and has the goal to build its business to become Australia's best challenger internet and telecommunications provider.



### **Forward looking statements**

This announcement contains forward-looking statements, which address a variety of subjects including, for example product development, marketing position and technical advances. Statements that are not historical facts, including statements about our beliefs, plans and expectations, are forward-looking statements. Such statements are based on our current expectations and information currently available to management and are subject to a number of factors and uncertainties, which could cause actual results to differ materially from those described in the forward-looking statements. The Company's management believes that these forward-looking statements are reasonable as and when made. However, you should not place undue reliance on any such forward-looking statements because such statements speak only as of the date when made. We do not undertake any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law or the ASX Listing Rules. In addition, forward-looking statements are subject to certain risks and uncertainties that could cause actual results, events, and developments to differ materially from our historical experience and our present expectations.