



ASX ANNOUNCEMENT

4 November 2022

Non-executive director and management appointments

Appen Limited (Appen) (ASX: APX) today announced the appointment of Mini Peiris as an independent non-executive director. Ms Peiris commenced as a non-executive director on 4 November 2022.

Commenting on the appointment, Appen Chair Richard Freudenstein said, “We are delighted to welcome Mini to the Appen Board, as we continue our process of Board renewal.

Mini is an experienced executive having worked extensively in Silicon Valley. She has led digital transformation and strategic change at several well-known high-tech companies. She has a successful track record in business-to-business marketing and in scaling and changing business models for both small high-growth companies and large enterprises.

Mini is currently the Chief Marketing Officer of Doma, a technology company innovating the real estate market. Having also spent 12+ years at SaaS pioneer NetSuite, her knowledge of the tech sector overall, plus global marketing expertise complements the skills of the existing directors. As we continue to progress Appen’s strategy, we look forward to her contribution to the Board.”

Commenting on her appointment to the Appen Board, Mini Peiris said, “I am very excited to be joining Appen – a company which has grown from a start-up in 1996 to become a recognised global leader in providing data that powers the AI lifecycle.

“It is a pivotal time for the company, and I look forward to working with my fellow directors to help position Appen for long term success.”

Appointment of Senior Vice President, Global

Appen also announced that Sean Carithers had joined the company as Senior Vice President, Global.

Sean is a seasoned executive with deep expertise in markets relevant to Appen and has successfully transformed and grown large businesses.

As Senior Vice President, Global Sean will play a critical role in driving growth and the digital transformation of Appen’s Global business unit.

Authorised by the Board of Appen Limited.

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Profile of Mini Peiris

Mini is currently the Chief Marketing Officer (CMO) of Doma (NYSE: DOMA), a real estate technology company that is disrupting a century-old industry by building an instant and frictionless home closing experience for buyers and sellers. Previously, Mini was the CMO at Elementum (a Lightspeed company) and Ambra Health (acquired by Hg's Intelerad).

Mini spent 12+ years at cloud-pioneer company NetSuite (NYSE: N), from its early stages through to its IPO and beyond. She helped drive product growth as Vice President of Product Management, then went on to lead a global team as Vice President Worldwide Marketing that delivered go-to-market scale from US\$100 million to US\$750 million.

Mini has many years of experience in managing global teams and all forms of product and marketing functions including go-to-market strategy, product management, product marketing, demand generation and partner marketing.

She holds a Bachelor of Science from the University of Michigan.

About Appen

Appen is a global market leader in data for the AI Lifecycle. With over 25 years of experience in data sourcing, data annotation, and model evaluation by humans, we enable organisations to launch the world's most innovative artificial intelligence systems.

Our expertise includes a global crowd of more than 1 million skilled contractors who speak over 235 languages, in over 70,000 locations and 170 countries, and the industry's most advanced AI-assisted data annotation platform. Our products and services give leaders in technology, automotive, financial services, retail, healthcare, and governments the confidence to launch world-class AI products.

Founded in 1996, Appen has customers and offices globally.