

## Appointment of newly established Chief Revenue Officer – Strategic Partnerships & Acquisitions

**Melbourne, Australia, 13 September 2023:** AD1 Holdings Limited ('AD1', the 'Company' or the 'Group') (ASX: AD1), a technology company with a growing portfolio of market-leading software businesses, is pleased to announce the appointment of Mr. Bijay Alex Mathew to the role of Chief Revenue Officer – Strategic Partnerships & Acquisitions (CRO-SP&A) of Art of Mentoring (AoM).

### Key highlights

- **AoM continues to witness significant traction in North America**
- **Appointment of CRO-SP&A position in North America to further bolster North American expansion strategy and build out capabilities of leadership team**
- **The appointment of an industry veteran with proven credentials in scaling SaaS starts ups in North America.**

Over the last year AoM has witnessed significant growth in North America with the signing of multiple new customers including key government departments. The Company believes it is well-positioned to capture further market share and has appointed Mr Mathew in the newly established role of CRO-SP&A, further strengthening AoM's continued expansion and success in the US market. Bijay, a US citizen and resident, has extensive experience in the region and is a tech industry veteran, with over two decades of leadership experience, most recently as Vice President of Enterprise Sales, Americas at Panopto. He has held sales leadership roles at Chatfuel, Community Brands, and Verizon where he spent 12 years leading retail, SMB, and enterprise sales teams.

Key achievements include leading results in both retail and enterprise sales teams (Verizon), rapidly scaling from 0 to \$2M USD in 8 months (Chatfuel), and 3x revenue growth in a 2-year period without increasing the cost base resulting in revenue of 24 M USD. Throughout his career, he has championed mentorship and has developed leadership development programs and promoted scores of employees.

His appointment allows AoM CEO, Alex Richardson to return to Australia in September once a successful transition has been completed to focus on continued growth and execution of pipeline across the AoM business.

**AD1 CEO, Todd Perkinson, commented:** "Bijay's appointment signifies an important step in our strategic growth plan, he brings exceptional leadership skills, business acumen, and deep understanding of the North American SaaS industry, make him an ideal manager to build out the capabilities of our leadership team to further establish AoM as a top choice for organisations.

We are excited to welcome Bijay to the team and believe this appointment enriches the leadership team to further execute on our North American strategy. We look forward to the momentum his leadership will bring to our US operations, as CRO-SP&A, he will support the existing leadership team.

**END**

*This release has been authorised by the Board of Directors of the Company.*

**For more information:**

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**About AD1 Holdings**

AD1 Holdings is a technology company with a growing portfolio of market-leading HR Technology software businesses. We build, manage, and acquire best of breed, high potential software businesses that develop specialised software solutions to address the specific needs of the global workforce. The Company currently operates in two main verticals being 'HR Services' and 'Niche Services'. Under HR services the company provides talent recruitment solutions in the form of ApplyDirect and Jobtale and mentoring products under the Art of Mentoring banner.