

Monash IVF Group Limited Cremorne VIC 3121 Australia

ABN 90 169 302 309



## **ASX Announcement**

Monash IVF Group Limited (ASX:MVF)

26 February 2024

## Monash IVF Group appoints Ms Cathy Aston to the Board of Directors

Monash IVF Group Ltd (ASX: MVF), a leading provider of assisted reproductive services (ARS) and specialist women's imaging and diagnostic services in Australia and South-East Asia, is pleased to announce the appointment of Ms Cathy Aston as an Independent Non-Executive Director and a member of the Audit and Risk Management Committee effective from 26 February 2024.

Cathy is an experienced ASX listed non-executive director and has over 20 years' experience in executive roles across finance, marketing, strategy and technology, both in Australia and Asia. Cathy is very familiar with the IVF industry, serving on the Board of Virtus Health until its takeover in 2022.

Cathy's executive roles were in the telecommunications industry, predominantly at Telstra where she worked for over 20 years. During her time at Telstra her senior roles were varied, initially focussing on finance, and over time transitioning to strategic roles across marketing, customer experience and technology. A key focus for Cathy was enabling businesses to improve their service offerings and customer experience through the use of technology. Cathy has significant experience in international expansion, in particularly in Asia, having worked in Hong Kong, Sri Lanka and India.

Over the past decade Cathy has been very active in non-executive and advisory roles. Cathy is a nonexecutive director of ASX listed Integrated Research (Chair of the Audit and Risk Committee), IVE Group (Chair of the Risk and Compliance Committee), Macquarie Investment Management (Chair of the Audit, Risk and Compliance Committee) and IMB Bank (Chair). Previously she was on the Board of Virtus Health. Cathy's advisory roles have included work with the NSW State Government, and an Advisory Board Member of Avanseus, a Singapore based Al business.

Cathy has a Bachelor of Economics (Macquarie University) and a Master of Commerce, Accounting & Law (University of NSW). She is a Graduate of the Australian Institute of Company Directors and a Senior Fellow of the Financial Services Institute of Australasia (FINSIA).

MVF Chairman Richard Davis welcomed Ms Aston, saying "Cathy brings a unique skill mix to Monash IVF Group covering finance, marketing, strategy and technology, coupled with experience in international expansion and a sound knowledge of the IVF industry. Cathy's consumer mindset and her ability to use marketing and technology to the benefit of customer experience, are very relevant to Monash IVF Group's strategic objectives."

Approved by the Board of Directors.

...Ends...

## Investor enquiries:

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## **About Monash IVF Group**

Monash IVF Group is a leading provider of assisted reproductive services and specialist women's imaging and diagnostic services in Australia and Malaysia. The Group is a driving force in the development of assisted reproductive technologies and has many Australian and world firsts since the work of our pioneers who achieved the first IVF pregnancy in the world in 1973.