

AD1 Market Update Presentation

Melbourne, Australia, 30 July 2024: AD1 Holdings Limited (ASX:AD1) ('AD1' or the 'Company'), a technology company with a growing portfolio of market-leading software businesses, is pleased to invite shareholders and investors to a webinar on Friday 2 August 2024 at 11:00am AEST, where Todd Perkinson CEO will provide additional detail around the significant milestones achieved in the June quarter, as reported in the Company's 4C, progress moving forward and engage in a Q&A session.

Details of the webinar are as follow:

Event: AD1 Market Update

Date/time: Friday 2 August 2024 at 11:00am AEST

To register to attend the webinar, please follow the below link:

https://us06web.zoom.us/webinar/register/WN_5hTWQwMMR06ddXICyupCEA

Investors are invited to submit questions via the Q&A function within the webinar, or prior to the webinar by sending them to Todd.Perkinson@ad1holdings.com.au.

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

For enquiries please contact:

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About AD1 Holdings

AD1 Holdings is a technology company with a growing portfolio of market-leading 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 talent recruitment solutions in the form of ApplyDirect and mentoring products under the Art of Mentoring banner.

For more information

 Follow us on [LinkedIn](#)

 Visit our investor websites: www.ad1holdings.com.au

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Forward Looking Statements

Certain statements made in this announcement are forward-looking statements. These forward-looking statements are not historical facts but rather are based on AD1's current expectations, estimates and projections about the industry in which AD1 operates, and its beliefs and assumptions. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward looking statements and should be considered an at-risk statement. Such statements are subject to certain risks and uncertainties, particularly those risks or uncertainties inherent in the process of developing technology and in the endeavour of building a business around such products and

services. These statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond the control of AD1, are difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements. AD1 cautions shareholders and prospective shareholders not to place undue reliance on these forward-looking statements, which reflect the view of AD1 only as of the date of this release. The forward-looking statements made in this announcement relate only to events as of the date on which the statements are made. AD1 will not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances or unanticipated events occurring after the date of this announcement except as required by law or by any appropriate regulatory authority.