

## ASX Announcement

24 September 2025

### BOARD TRANSITION – APPOINTMENT OF NEW CHAIR

**Appen Limited** (ASX: APX) (“Appen” or “the Company”) today announces that Richard Freudenstein will retire as Non-Executive Chair, effective 31 December 2025. Mr Freudenstein will be succeeded by current Non-Executive Director, Vanessa Liu, following a 3-month transition period.

Mr Freudenstein will retire from the Board effective 31 December 2025, having elected to reduce his overall board commitments and focus on his roles as a Director of Coles Group Limited (ASX: COL), REA Group (ASX: REA) and Cochlear Limited (ASX: COH), and as a Director of Cricket Australia.

#### Appointment of Vanessa Liu

Incoming Chair Vanessa Liu joined the Board as Non-Executive Director in 2020, bringing more than 25 years’ experience leading and scaling global technology businesses. She has deep expertise in emerging technology trends, enterprise software and the commercial adoption of artificial intelligence, making her well placed to guide Appen through its next phase of growth.

Ms Liu has extensive North American market experience, having served as Vice President of SAP.iO North America, SAP’s early-stage venture arm, where she recruited and accelerated more than 80 enterprise software companies. She has also held senior roles including Chief Operating Officer of Trigger Media Group, a digital media venture studio, and Associate Partner at McKinsey & Company, advising leading media and technology clients on digital strategy and growth.

Ms Liu is currently Co-Founder and CEO of SaaS AI technology company Sugarwork and serves as a Non-Executive Director of Goodman Group (ASX: GMG).

**Reflecting on his time as Chair, Mr Richard Freudenstein said:** *“It has been a privilege to serve as Chair of Appen for the last four years. During this time, we have sharpened our strategic priorities, adapted to a rapidly evolving operating environment and ensured the business is well-placed to capture the substantial opportunities emerging in generative AI and adjacent market*

*“There is significant potential for Appen, driven by the rapid adoption of generative AI and the increasing demand for high-quality data to train and validate models. Vanessa has a proven*

*track record in scaling technology businesses and extensive experience in global AI markets, and I am confident her expertise will prove invaluable in guiding this next phase of growth.*

*“I would like to thank the Board, management and our people for their commitment throughout this period of significant change. I leave confident that Appen is well placed for its next phase of growth and look forward to supporting Vanessa and the Company throughout this transition.”*

**Commenting on her appointment as Chair, Ms Vanessa Liu said:** *“I am honoured to be appointed Chair of Appen at such a pivotal time for the Company. Appen is uniquely positioned to support the world’s leading innovators as generative AI adoption accelerates and demand for high-quality data continues to grow. The opportunity ahead is significant, and I am committed to guiding the Company to expand its reach, strengthen customer relationships, and deliver sustainable returns for shareholders.*

*“On behalf of the Board, I thank Richard for his leadership and the foundation he has built during his tenure as Chair. With a strong management team in place, Appen is now well placed to execute its strategy with focus and discipline, and I look forward to working closely with the Board and management to realise the next phase of growth.”*

Mr Freudenstein was appointed Non-Executive Chair in 2021, during a period of significant change for the Company amidst a challenging operating environment. In his tenure, Mr Freudenstein has overseen a period of strategic transformation, repositioning Appen to better capture the high-growth markets and establishing a stronger foundation for future growth.

The Board thanks Mr Freudenstein his leadership, guidance, and significant contribution to the Company, and looks forward to his continued support during the transition.

Authorised for release by the Board of Appen Limited.

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## About Appen

Appen is a global market leader in data for the AI Lifecycle. With over 28 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 500 languages<sup>1</sup>, in over 200 countries<sup>2</sup>, as well as our advanced AI data 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.

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<sup>1</sup> Self-reported.

<sup>2</sup> Self-reported, includes territories.