



## ASX Announcement

8 April 2021

### Appointment of CEO and Changes to Company Board

Enterprise property management platform provider AssetOwl Limited (ASX: AO1, **AssetOwl** or the **Company**) is pleased to announce the appointment of Geoff Goldsmith as Chief Executive Officer.

Mr Goldsmith has been consulting to the Company for last four months, working with the board and management team to develop the Company's commercial roll out strategy, financial model and further R&D and resourcing plans. The Company is now poised to expedite its commercial roll out and Geoff has agreed to lead our efforts.

Mr Goldsmith is a results-oriented senior strategy and commercial executive with proven ability to lead a diverse range of organisations. He brings extensive leadership experience that spans over 25 years in large ASX-listed and private companies as well as the public sector (Australian Defence Force), in Australia and internationally.

After serving 15 years as an Army Officer, Geoff worked as a management consultant with leading strategy firm Booz Allen, and subsequently spent five years as a Manager of Business Development and Planning at Boral Ltd's (ASX: BLD) Building Products Division. Immediately prior to joining AssetOwl, Geoff worked with a range of organisations as an Independent Strategy Consultant, including engagements with Oyu Tolgoi (Mongolia), the Australian Glass Group, and the University of NSW.

Incoming AssetOwl CEO, Geoff Goldsmith, said:

*"AssetOwl's mission is to provide the best quality photocentric tool to support the residential property sector. Whilst working with AssetOwl it has become clear to me that inspector360 is the leading inspection tool in the industry and inspections are central to the process for managing and preserving value in residential real estate. The Company's growth prospects are underpinned by its uniquely talented team who are extraordinarily passionate about their product, helping people, and improving the industry."*

*"The Company and its customers and shareholders have much to look forward to in 2021. I am excited by the opportunity to lead the team as we commercialise inspector360 and pursue critical mass by expanding our market presence Australia-wide. I also see great opportunity to expand our product offering to address the under-serviced 'self-managed' segment, and look forward to leading this expansion."*

The Company is also pleased to announce that Mr Giuseppe Di Franco, a co-founder of the AssetOwl's subsidiary AssetOwl Technologies Pty Ltd, and the Group's Chief Technology Officer has been appointed to the Company's board as an Executive Director.

Mr Di Franco has played an integral part in the development of inspector360 and leads AssetOwl's product and engineering teams.

The Company also advises that Mr Andrew Lane, a director and vendor of AssetOwl Technologies Pty Ltd prior to its acquisition by AssetOwl in December 2016, has resigned from his role as a non-Executive Director. Mr Lane has decided to leave the board to commit more time to his family. The board expresses its gratitude to Mr Lane for his substantial contributions to the Company over his tenure.

AssetOwl Chairman, Simon Trevisan, said:

*"On behalf of the Board, it is with great pleasure that we can welcome Geoff to the executive team, Geoff has the proven leadership credentials to bring the Company into its next stage, the roll out and commercialisation of inspector360."*

*The appointment of Giuseppe to the Board is a testament to his commitment to the Company and his invaluable contributions to the development of inspector360."*

*Andrew Lane has contributed enormously to the company and we owe him great gratitude. Andrew was a founding director of AssetOwl Technologies Pty Ltd and then became a director of AssetOwl Ltd when we purchased the business. Andrew remains a substantial shareholder. The board and the team at AssetOwl all wish Andrew well for his future endeavours"*

Mr Goldsmith is engaged as a contractor and is remunerated on a time basis that averages \$15 to \$20,000 per month (with a cap subject to the Company's consent).

As a director of the Company, Mr Di Franco will be entitled to receive a fee of \$3,000 per month - in addition to his remuneration received for his role as the Company's Chief Technology Officer.

## **Authority**

For the purpose of ASX Listing Rule 15.5, this announcement has been authorised for release by Simon Trevisan, Chairman of AssetOwl Limited.

**\*\*\*ENDS\*\*\***

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### **About AssetOwl Limited (ASX: AO1):**

AssetOwl was established to revolutionise how real estate is managed. Its scalable, cloud-based platform provides quantum improvements in both the efficiency and quality of real estate inspections and sales.

Through its 'inspector360' inspection tool, the Company is able to provide real estate owners with one trusted platform for managing properties. Inspector360 incorporates 360-degree imagery, video, and voice-to-text to accurately document property condition reports, significantly boosting the efficiency of the inspection process.