

MARKET ANNOUNCEMENT

Appointment of Chief Financial Officer: Alexis Poole

SYDNEY, Wednesday 29 January 2025 – ARN Media Limited (ASX: A1N) (**ARN**) is pleased to announce the appointment of Alexis Poole as Chief Financial Officer (**CFO**). Ms Poole will commence on 1 March 2025.

In her role as CFO, Ms Poole will be responsible for driving ARN's financial strategy and management, and will play a key role supporting the company's ongoing transformation initiatives.

Ms Poole brings over 20 years' extensive experience in financial management, strategy, and business transformation across a range of industries and business models. Key previous roles include Group CFO & CIO for Real Petfood Company, Finance Director for Reckitt ANZ Hygiene, Head of Operations Finance and Business Transformation Executive at Inghams Enterprises and various CFO and other finance roles in Australia, Asia, and Europe with Mars Inc. Ms Poole holds a Bachelor of Economics, CPA and MAICD.

ARN's CEO & Managing Director, Ciaran Davis, commented:

"We welcome Alexis Poole to ARN team, with the CFO role being of key importance at this time of business transformation to ensure ongoing profitable growth for ARN. Her proven track record will be instrumental as we continue to execute our strategic vision and deliver sustainable growth for shareholders. Alexis will play a key role on the ARN leadership team to spearhead business transformation efforts, including process improvements, digital initiatives, and strategic growth projects."

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This announcement has been authorised for release by the Board of ARN Media Limited.

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