



ASX Announcement  
19<sup>th</sup> September 2025

## Change to XPON's Executive Leadership and Board Structure

XPON Technologies Group Limited (ASX: XPN) ("XPON" or "the Company") an AI marketing technology and digital marketing specialist, announces that XPON founder Matt Forman has tendered his resignation as Chief Executive Officer and Managing Director due to personal health reasons and will transition to a non-executive director roll with the company.

The Board thanks Mr Forman for his considerable contribution to the day-to-day running of the business, and is looking forward to his continued contribution to the strategic direction of XPON as a director of the Company,

Mr Mark Simari the current Non-executive Chair, will move into the role of Executive Chair, with immediate effect. Mr Simari is a highly experienced leader with over 18 years' experience leading a number of ASX listed companies, both in an executive and non-executive capacity.

He will be supported by Matt Cooper, the founder and CEO of Alpha Digital, who will become the Group Chief Operating Officer and work closely with the Executive Chair and senior executive teams moving forward.

**Mr Simari commented** "We are delighted to be retaining Matt Forman's corporate knowledge and guidance whilst providing the opportunity for him to move away from the day-to-day management of the Company.

Equally, we are also appreciative of Matt Cooper assuming the role of Group COO and excited to partner with him and look to build on the Company's foundation established over recent months.

The acquisition of Alpha Digital which has exceeded expectations to date, and the repayment of the Convertible Notes last month, has vastly improved the Company's position to deliver on our growth opportunities and create value for our shareholders."

The terms of Mr Simari appointment as Executive Chair are attached to this announcement.

This announcement been approved and authorised for release by the Board of Directors of XPON Technologies Group Limited ACN 635 810 258

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### About XPON Technologies Group Limited (ASX: XPN)

XPON Technologies Group Limited is a leading AI marketing technology business with operations in Australia, New Zealand and the United Kingdom. We help businesses simplify complex marketing challenges and achieve superior ROI from their customers.

At the heart of our approach is the integration of data and AI, which powers our tools to predict consumer behaviour, automate marketing processes, and drive effective, data-driven decisions.

### Key terms of Mr Mark Samari appointment as Executive Chair

<b>Commencement</b>	Friday, 19 September 2025
<b>Term</b>	Month to month
<b>Remuneration:</b>	Mr Simari remuneration consists of <ul style="list-style-type: none"><li>• Fixed Remuneration: \$175,000 per annum excluding superannuation.</li><li>• Short term cash incentive of up to 50% of fixed remuneration which will be subject to performance metrics to be determined by the Directors; and</li></ul>
<b>Termination</b>	Mr Simari may be terminated from his executive role at one month's notice.