

## **ASX Announcement | 9 December 2025**

### **Appointment of James Palmer as Chief Special Operations Officer**

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ION Video Ltd (ASX: IOV) (**Company** or **ION**) – the only cloud-based solution that unlocks the value of video archives with immersive, deeply personalised viewer experiences via its ION Video Services (**IVS**) platform – today announces James Palmer has joined the Company as Chief Special Operations Officer.

ION is pleased to announce James (**AJ**) Palmer has agreed to join ION's management team on a full-time basis as Chief Special Operations Officer working alongside the Company CEO. AJ and CEO, Anthony Baker, have worked successfully together for over 20 years, building a proven track record of collaboration and commercial execution.

AJ is a highly accomplished tech entrepreneur and two-time winner of the ABN AMRO European Entrepreneur of the Year award. He's founded and scaled multiple successful startups and delivered high-impact projects for global companies, including King.com (Candy Crush) and Rovio (Angry Birds).

He began his career working alongside Len Ainsworth, founder of Aristocrat Gaming (ASX: ALL), before joining CommBank (ASX: CBA), where he led development of a multimillion-dollar digital payments project.

As an entrepreneur, he launched Gramble, a charity-backed mobile gaming company funded by Novamedia, and then founded GetSocial, a leader in behavioural analytics and community engagement for mobile gaming. GetSocial partnered with Unity, Rovio, Ubisoft, Sega, and other major gaming companies before its acquisition by KeyWord Studios (LSE: KWS). He went on to lead BoomCast, a social media platform acquired for its proprietary ephemeral video technology, and BlockStone, an Ethereum-based real estate tokenisation platform acquired by a prominent US-based REIT.

During the COVID-19 pandemic, he founded COVI-PASS (later Tendo Health), introducing decentralised technology that enabled over 50 million digital health wallets, supporting governments and global institutions in public health preparedness.

Most recently, AJ co-founded ATOM Advantage, an advanced AI solution that extracts and organises unstructured data for healthcare and insurance clients, driving operational efficiency at enterprise scale. While remaining the second-largest shareholder in ATOM, he left his operational role to join ION as Chief Special Operations Officer, leading the Company into its next phase of growth and market leadership.

CEO Anthony Baker commented "I have known AJ for over 20 years, he brings to ION a proven track record of success, a phenomenal work ethic and specialist expertise. As per my letter to shareholders, we are assembling a team of specialists who understand video, exactly as envisaged in the original patents. The priority for the business is to fully align with that foundation and focus execution accordingly; AJ's expertise in this area will prove invaluable".

AJ has joined ION on a salary significantly below his market value, with performance-related options tied to company milestones. This reflects AJ's personal conviction in ION's patented technology, the strength of the management team, and the scale of the opportunity ahead.

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This announcement has been authorised for release to ASX by the ION Video Ltd Board of Directors.

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**About ION Video Limited:**

ION's purpose is to unlock the value of the world's video, creating immersive, deeply personalised viewing experiences. For the first time, we make it possible to find, curate, and utilise the valuable moments across vast libraries of video, enabling viewers to create an infinite amount of personalised video compilations on-the-fly, providing the most relevant content to each viewer.

Our patented Video Virtualisation Engine™ (VVE) turns big, bulky video files into lightweight, searchable data that is enriched with AI and ML, making it easy and efficient for users to find and share what matters to them. Creators and owners of video can drive greater viewing and monetisation of their video assets.

For further information, please visit [www.linus.com](http://www.linus.com) or contact Anthony Baker, Chief Executive Officer, on +61 (0)3 8672 7186 or at [ir@linus.com](mailto:ir@linus.com)