



ION Video Ltd (ASX:IOV)

ION Video Appoints Three Industry Leaders to Advisory Board

Melbourne, Australia, 27 May 2026: ION Video Limited (**ION** or **the Company**) advises that three additional technology and media industry executives have agreed to join the Company's Advisory Board. The Company considers each appointment strategically important given the depth of experience these individuals bring across streaming infrastructure, artificial intelligence, government technology and broadcast media, and the role the Advisory Board is intended to play in supporting the Company's commercial strategy. The Company has entered into substantially similar Advisory Board agreements with each of the Advisory Board members referred to in this announcement. A summary of the material terms of the Advisory Board agreements is detailed in Annexure A.

Daniel Sanders: Advisory Board Member, ION Video

Daniel Sanders is an architect of the modern streaming economy. At Pluto TV, acquired by Paramount in a landmark USD 340 million transaction in 2019, Mr Sanders helped drive the transformation that took Pluto TV from a promising start-up to a billion-dollar revenue business.

He subsequently served at Univision, where he architected and delivered ViX, a Spanish streaming platform, built to serve over 600 million Spanish speakers across the Americas. He launched both AVOD and SVOD tiers within a single year while delivering live events to millions of concurrent viewers simultaneously.

Earlier roles at Verizon Digital Media Services and Sony Pictures gave Mr Sanders command of both the infrastructure and content sides of the industry, leading video platform engineering, cloud strategy and mergers and acquisitions integration at organisations operating at global scale.

Daniel Sanders – Personal Statement

"I have known and followed Finbar's work since around 2012, when he first came to Sony to present video technologies and ideas that could help streamline and improve the Crackle streaming platform. At the time, Crackle itself was fairly innovative and Finbar contributed thoughtful perspectives on how the platform could continue to evolve and grow.

Some of those ideas have since developed into ION, and I believe that with the right positioning and adoption, they could provide real value to the broader ecosystem. Finbar is an innovator, consistently creative, curious, and focused on exploring new technologies. I am excited to support and be part of this effort."

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Dr Kellee Franklin: Advisory Board Member, ION Video

Dr Kellee Franklin operates at the highest levels of government. With Top Secret security clearance, Dr Franklin has advised U.S. government agencies including the White House, the Pentagon and National Intelligence agencies on the technologies that shape the future.

Dr Franklin advises senior corporate executives worldwide on transformative technology adoption. She partners with leading venture capitalists and start-ups to drive AI governance and infrastructure into the highest-impact domains, from national security to enterprise transformation.

Dr Franklin holds a doctorate in Human Development from Virginia Polytechnic Institute and State University.

Kellee Franklin – Personal Statement

"I believe in ION Video because it does not just enhance how we use video. It fundamentally reimagines it as a living, intelligent medium. By treating video as dynamic data rather than static files, ION unlocks frame-level precision that allows AI to search, analyse and reassemble content in real time, eliminating the bottlenecks of rendering and storage.

ION is not just a tool. It is the infrastructure for video superintelligence, and I see it as a catalyst for innovation across industries, empowering analysts, creators and leaders to move faster, think deeper, and weave technology seamlessly with human insight."

Howard Bolter: Advisory Board Member, ION Video

Howard Bolter has spent 20 years building television networks from the ground up, across every platform the industry has produced. His executive and senior leadership roles have taken him across organisations running budgets from USD 1 million to over USD 300 million annually. His career spans the four major US broadcast networks, cable, syndication, OTT, SVOD and FAST channels across both domestic and international markets.

As an author, his recently published book *From Stream to Screen: An Insider's Guide to Understanding and Building Streaming Networks* has become a definitive blueprint for operators in the modern media landscape.

He brings deep expertise in cloud-based systems, virtual reality, modern distribution workflows and the media formats driving the industry forward.

Howard Bolter – Personal Statement

"The simplicity of the concept when it was first presented, allowed me to immediately recognise the significant advantages of ION's technology and the breadth of use cases it enables.



The shift ION represents is both technically elegant and commercially compelling. It removes the structural barriers that have historically prevented personalised and cost-efficient video delivery the market is now demanding.

The acceleration of generative AI and the explosion in demand for intelligent video infrastructure make this technology more relevant than ever. I am excited to bring my experience across broadcast, streaming and distribution to support ION as it progresses its commercialisation strategy."

Advisory Board Strategy

ION has recently established an Advisory Board to support the Company's commercialisation strategy as it engages with prospective enterprise customers, strategic partners and industry participants globally.

The Advisory Board is intended to provide:

- strategic guidance regarding industry positioning and commercial engagement
- access to relevant industry networks and introductions
- sector-specific expertise relevant to ION's target markets

ION considers industry relationships and domain expertise important as the Company continues to progress discussions with organisations operating across media, technology, enterprise infrastructure and government markets.

Advisory Board Framework

The Advisory Board is intended to operate as a strategic advisory body supporting the Company's management and Board. Advisory Board members are not directors of the Company and do not have authority to act on behalf of the Company or participate in Board decision-making.

The Company intends to appoint additional Advisory Board members over time across selected industry verticals aligned with ION's commercial objectives.

Anthony Baker, CEO of ION Video, said:

"Daniel, Kellee and Howard each bring an exceptional depth of experience across streaming infrastructure, artificial intelligence, government technology and broadcast media. Together with Kelli Richards, they represent a highly experienced group of industry leaders with global backgrounds aligned with ION's commercialisation objectives.

We are pleased to welcome each of them to the Advisory Board and look forward to working with them as we continue to progress the Company's commercial strategy."

-ENDS

Authorised for release by the Board of Directors

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Annexure A – Summary of Material Terms of Advisory Board Arrangements

ION Video Limited (Company) has entered into Advisory Board Agreements with each Advisory Board member (**Advisor**).

Each Advisor has been appointed as a member of the Company's Advisory Board for an initial term of 12 months. Either party may terminate the agreement on 60 days' written notice.

The Advisory Board is a non-governance body established to provide strategic guidance to the Company. Advisory Board members are not directors of the Company and do not participate in Board decision-making.

Scope of Services

The Advisor will provide strategic advisory services to the Company, including:

- contributing to product, commercial and strategic discussions;
- providing industry insight and expertise;
- participating in Advisory Board discussions; and
- where appropriate, facilitating introductions to relevant industry participants.

The Advisor is also expected to provide ongoing strategic input to the Company, including quarterly written updates regarding industry developments, opportunities and strategic positioning.

Equity Incentives

Subject to Board approval, the Advisor will receive 202,224 unlisted options under the Company's incentive plan. The options:

- have a nil exercise price;
- vest 12 months from grant date, subject to continued engagement as an Advisor;
- and
- expire three years from the grant date.

Unvested options lapse upon cessation of the engagement unless otherwise determined by the Board.

The Company does not intend to pay cash retainers to Advisory Board members.

Commercial Introduction Fee Framework

The Advisor may be entitled to a success-based fee where:

- the Advisor introduces a third party to the Company;
- the Company subsequently enters into a binding commercial agreement with that party; and
- the Board determines that the introduction was a material contributing factor.

The fee is calculated as 6% of net revenue actually received by the Company during the first 12 months of the relevant commercial agreement.

The framework does not apply to capital raising or investor introductions unless separately agreed in writing.

Other Material Terms

The agreement contains customary provisions regarding:

- confidentiality;
- compliance with insider trading laws and the Company's securities trading policy;
- conflicts management; and
- intellectual property ownership.



For more information, please contact:

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About ION Video Limited

ION Video Limited (ASX: IOV) is an infrastructure company that has developed patented technology to virtualise video at the file architecture level, transforming static files into programmable data. Protected by four foundational patents, ION's technology enables intelligent systems to access and compose with existing video content as programmable data, without transcoding.

For additional information about ION, please visit www.ion.video

Forward-Looking Statements

This announcement contains forward-looking statements regarding ION's technology, market positioning and strategic priorities. These statements are based on current expectations and are subject to risks and uncertainties. Actual results may differ materially from those expressed or implied in these statements. This announcement has been prepared in compliance with ASX Listing Rule 3.1 regarding continuous disclosure obligations.

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