ASX:VIT

VITURA

ASX ANNOUNCEMENT

Vitura announces new senior appointments

Leadership and structural changes set to improve efficiency, alignment and execution

22 JULY 2026

Melbourne, Australia – Vitura Health Limited (ASX: VIT) **(Vitura and Company)**, a leading digital health platform business, today announced the appointment of two new senior executives as part of leadership and structural changes designed to improve efficiency, alignment and execution, and position the Company more towards the patient.

Appointment of Chief Financial Officer

James Frayne has been appointed Vitura's Chief Financial Officer (CFO). James is currently CFO of Felix, an ASX-listed technology business providing contractor management and procurement software to the infrastructure and construction sectors.

Mr Frayne joined Felix in 2014 when it was a start-up business generating less than $500,000 in annual revenue. Since then, he has played a central role in its growth to approximately $15 million in annual revenue and around 100 employees across Australia and the Philippines.

His responsibilities span finance, investor relations, capital management, governance, M&A, company secretarial duties and strategic planning. From November 2025 to April 2026, Mr Frayne was also Interim CEO at Felix while the Board searched for a permanent CEO.

Prior to Felix, James spent five years in public practice accounting, specialising in international tax and business advisory. James holds a Bachelor of Business and an MBA from Queensland University of Technology (QUT) and is a Chartered Accountant and a Member of the Australian Institute of Company Directors. He has served as a Director of the Brisbane Racing Club since 2022.

James will commence with Vitura on 1 October 2026.

Appointment of Executive General Manager Strategy and Technology

Trudy Adams has been appointed as Vitura's Executive General Manager Strategy and Technology. Most recently, Trudy served as Group Chief Operating Officer (COO) at Vertaview Group, a leading national health organisation. Vertaview brings together multiple providers across the health portfolio, supporting over 8,000 customers with a workforce of over 2,700 employees Australia-wide.

At Vertaview, Ms Adams was responsible for Strategy and Transformation, the Enterprise Program Management Office, IT, Data and Analytics, People Experience, Brand and Marketing and Rostering and Workforce Planning.

Prior to that, she was COO and Chief Strategy Officer at health insurer HIF, also responsible for Strategy and Transformation, IT, Program Management Office, Customer Experience and the company's Contact Centre. Based in Perth, WA, HIF has around 100,000 members Australia-wide, offering a comprehensive range of health cover products, processing over 500,000 claims and paying around $150M in annual benefits.

Ms Adams has also previously held roles at Suncorp Group, PwC in New York, CBRE and Bupa. She is expected to start her new role at Vitura on 18 August 2026.

Streamlined Vitura Leadership Team (VLT)

The Company has also taken the opportunity to redefine the VLT to be fit for purpose with more focussed roles, a reduction to two C-Suite roles, the removal of the Chief Technology Officer (CTO) and separate CEO for Doctors on Demand roles, and the introduction of Executive General Managers.

The Company's new VLT is at a significantly lower cost base. These changes, together with other initiatives implemented during Q4 FY26, are expected to deliver annualised cost savings of approximately AU$1M per annum. Importantly, the removal of management layers ensures each executive is no more than two levels from patients.

The streamlined VLT now comprises:

CEO – Justin James

Chief Financial Officer – James Frayne

Executive General Manager Strategy and Technology – Trudy Adams

Executive General Manager Patient Experience and Growth – Toni Cohen

Executive General Manager Partnerships and Distribution – Josh Juhas

Executive General Manager Emerging Markets and Clinics – Roy Gustini

Executive General Manager People and Culture – Deanna Johns

Vitura's Chief Executive Officer, Justin James, said:

"We're delighted to add both James and Trudy to the Vitura Leadership Team. They will bring tremendous experience and leadership capability to their roles, which will help take the company to the next level.

"It's a critical time for Vitura as we move from beyond our roots as a start-up, and better meet the broader expectations of a more established enterprise and its stakeholders into the future.

"Our new leaner and more cost effective structure, combined with a boost in leadership capability, will ensure Vitura has stronger operational discipline, pragmatism, focus and energy to ultimately deliver more sustainable profitability and shareholder value.

"At its core, Vitura needs to be a totally patient-focused healthcare business which positively changes the health profile of every patient we interact with. Therefore, a more integrated model is required to improve execution, accelerate consensus based decision-making and ensure leadership accountability is aligned with value realisation.

"Investment in technology, innovation and customer experience will remain important, alongside stronger relationships with suppliers, regulators, industry bodies and other key stakeholders. I look forward to the challenges ahead as we seek to position the company even more towards the patient, which is the pure expression of purpose of why we exist."

ENDS

Authorised by - The Board of Vitura Health Limited.

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Forward-looking statements

This announcement includes forward-looking statements which may be identified by words such as 'anticipates', 'believes', 'expects', 'intends', 'may', 'will', 'could', or 'should' and other similar words that involve risks and uncertainties. These forward-looking statements are based on the Company's expectations and beliefs concerning future events as at the date of this announcement. Forward-looking statements are necessarily subject to risks, uncertainties, and other factors, many of which are outside the control of the Company, which could cause actual results to differ materially from such statements. The Company makes no undertaking to update or revise the forward-looking statements made in this announcement to reflect any change in circumstances or events after the date of this announcement.

About Vitura Health Limited (ASX: VIT)

• www.vitura.com.au

Vitura Health Limited is diversified digital health business listed on the ASX (ASX: VIT) and, via its subsidiaries, operates the following businesses:

• www.burleighheadscannabis.com

Burleigh Heads Cannabis operates the market leading prescriber, patient, pharmacy, and supplier online ecosystem, Canview, which sells and distributes roughly 600 therapeutic product and device SKUs within Australia from roughly 70 international and domestic brands.

• www.canview.com.au

Canview was developed to be a complete end-to-end healthcare ecosystem designed to provide doctors, pharmacists, and patients with a simple and cost-effective way to facilitate the treatment of patients with increased efficiency and compliance. The Canview system is based on a medicines wholesaling platform which seamlessly brings together several disparate SAAS (software-as-a-service) providers including inventory control, invoicing, customer management, reporting and analytics, all linked together through customised integration software owned and operated by Vitura. Underpinning the suite of SAAS elements are several bespoke, internally generated operating procedures and intellectual property assets, supported by the Canview customer support and infield customer engagement teams. Through the in-house integration of the different elements which together make up Canview, the platform provides the best user experience in the industry.

Canview provides Australian doctors with the ability to integrate their patient management systems directly with the platform and to use their patient information to generate electronic prescriptions within the Canview platform, without the need to input the patient's details. Prescriptions are then sent directly to the Canview patient app where patients can manage their treatment and submit the prescription and

subsequent repeats to one of the roughly 4,700 Australian pharmacies with accounts on Canview for dispensing.

While the Company's current operations focus on the sale and distribution of medicinal cannabis products, Vitura is fully licensed and equipped, via its two state-of-the-art distribution centres in Melbourne and the Gold Coast, to distribute all products under Schedules 2, 3, 4, 8 and 9. The establishment during the year of the Company's joint venture to distribute psychedelic products, including MDMA and Psilocybin, is a timely example of the many opportunities that the Company believes can be seamlessly integrated into its existing digital health platform business.

• www.doctorsondemand.com.au

The Company owns Doctors on Demand Pty Ltd, a nationwide 24/7 x 365 telehealth platform business that provide innovative primary health solutions to hundreds of thousands of B2C and B2B patients annually. Services include general medical consults, urgent care, medical certificates, pathology referrals, specialist referrals, men's health, women's health and medicated weight loss.

• www.cortexa.com.au

The Company owns 50% of Cortexa Pty Ltd, an incorporated joint venture with Canadian-based PharmAla Biotech (CSE: MDMA). Cortexa aims to be the leading supplier of psychedelics, GMP MDMA and GMP psilocybin, for research and therapeutic use in Australia.

• www.candor.com.au

The Company owns Candor Medical that undertakes nationwide telehealth consultations with patients seeking access to medicinal cannabis and other speciality products and services.

• www.releaf.com.au

The Company owns a 42.5% equity interest in Flora Holdings Pty Ltd, a joint venture that owns and operates a series of medicinal cannabis clinics operating under the Releaf brand.

• www.cannadoc.com.au

The Company owns 75.5% of Cannadoc Health Pty Ltd, a medicinal cannabis clinic business that undertakes nationwide telehealth consultations with patients seeking access to medicinal cannabis.