

SiteMinder announces executive leadership appointments
Tim Howard appointed Chief Partner Officer; Kevin O'Sullivan appointed
Chief Financial Officer

SiteMinder Limited (ASX:SDR) ("SiteMinder" or the "Company") today announces two executive leadership appointments, effective 1 November 2026.

SiteMinder's current Chief Financial Officer, Tim Howard, has been appointed to the newly created role of Chief Partner Officer. Reflecting the increasing importance of SiteMinder's global partner ecosystem and the launch of SiteMinder Powered, Mr Howard will lead the Company's strategic partnerships and identify new opportunities for growth as hotel commerce continues to evolve.

Succeeding Mr Howard as Chief Financial Officer will be Kevin O'Sullivan, currently Chief Financial Officer of CyberCX. Mr O'Sullivan will work closely with Mr Howard to support a seamless transition.

Together with the recent appointment of Samantha Lawson as Chief Product Officer, bringing deep product leadership and significant AI capability, these changes further strengthen SiteMinder's executive team, and align its leadership with key priorities for the next phase: expanding partner-led growth and supporting the disciplined execution of the Company's multi-year growth and margin framework.

SiteMinder CEO and Managing Director Sankar Narayan said: "Partnerships have always been fundamental to SiteMinder and the value we provide to hoteliers. Their importance will continue to grow as technology, including artificial intelligence, reshapes hotel commerce.

"Tim's commercial experience, knowledge of SiteMinder and understanding of our industry make him well suited to deepen our strategic relationships and develop new opportunities for growth. I thank Tim for his efforts as Chief Financial Officer and congratulate him on his appointment.

"I am also delighted to welcome Kevin to SiteMinder. At CyberCX, Kevin helped lead one of the region's largest cybersecurity businesses through a period of significant growth while strengthening its financial systems, governance and operating disciplines. His international financial, commercial and operational experience will support the continued scaling of our Smart Platform and delivery of our multi-year framework."

Kevin O'Sullivan said: "SiteMinder has established a leading position in a large and attractive global market, and is entering an exciting new chapter as it continues to scale its platform and expand the value it delivers to hotels around the world. I'm delighted to be joining SiteMinder and look forward to working with Sankar, the Board and the team to support the next phase of growth, strengthen operational performance and drive long-term shareholder value creation."

About Kevin O'Sullivan

Kevin O'Sullivan is a highly experienced technology and telecommunications executive with significant experience in leading finance, operations and business transformation across global organisations. He joins SiteMinder from cybersecurity leader CyberCX, where he has served as Group CFO since 2019, playing a key role in the company's rapid growth and its successful sale to Accenture.

Prior to CyberCX, Kevin held senior finance and operational leadership roles with Optus, Digicel and Millicom International Cellular, including CFO, COO and CEO positions across multiple international markets. His extensive experience in scaling businesses, driving profitable growth, capital management and value creation makes him ideally placed to support SiteMinder's next phase of growth and long-term shareholder value creation.

This ASX announcement was authorised by SiteMinder's Board of Directors.

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About SiteMinder

SiteMinder Limited (ASX:SDR) is the name behind SiteMinder, the world's leading hotel commerce platform, and Little Hotelier, an all-in-one hotel management software that makes the lives of small accommodation providers easier. The global company is headquartered in Sydney with offices in Bangkok, Barcelona, Berlin, Dallas, Galway, London, Manila, Mexico City and Pune. Through its technology and the largest partner ecosystem in the global hotel industry, SiteMinder generates 140 million reservations worth over A\$85 billion in revenue for its hotel customers each year. For more information, visit siteminder.com.

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