

ASX ANNOUNCEMENT : 21st September 2026

Appointment of Chief Financial Officer

Xref Limited (ASX: XF1) ("Xref" or "the Company") today announces the appointment of Katherine (Kath) Landon as Chief Financial Officer and the upcoming departure of current Chief Financial Officer Avi Lewis.

Kath has been working closely with Xref since June 2026 as an external consultant from Financial Agility Consulting, focusing on the delivery of the refinance, audit, budget, and R&D tax incentive. She will formally assume the role of Chief Financial Officer effective 1 October 2026.

Kath has over 25 years of executive finance experience, including nine years at ELMO Software where she most recently served as Chief Accounting Officer. She possesses deep domain expertise in managing finance teams, F,P&A, enterprise system rollouts, treasury management, sales operations, as well as M&A and integration.

Avi Lewis will be stepping down from his role as Chief Financial Officer. Mr. Lewis is currently serving his notice period and will formally depart the Company on 12 October 2026. The Board and executive team welcomes Kath to the executive leadership team and express their gratitude to Avi for his tenure and support since joining in April 2023.

This announcement has been authorised for release by the Board of Directors of Xref Limited.

For further information, please contact:

Xref Limited

Website: xref.com & xref.me

Xref Investor Hub: xf1.com

Xref Limited (ASX:XF1): The Global Employer Intelligence Platform

Xref is a business-critical SaaS employer intelligence platform and a permanent, transformational piece of an organisation's technology stack. We operate as a survey and data science business that replaces high-friction, manual HR tasks with automated workflows designed to harvest longitudinal employee data across the entire "hire-to-retire" lifecycle. By capturing structured and unstructured point-in-time sentiment, Xref provides organisations with actionable clarity through advanced analytics and AI toolsets.

Xref drives organisational value through a "Data Engine" focused on four strategic pillars:

- **Validation:** Establishing a "Truth Baseline" for every hire using automated referencing and a Trust Marketplace of global background-checking vendors.
- **Retention:** Measuring engagement via Pulse and Engagement surveys and predictive analytics to prevent future turnover.
- **Reutilisation:** Transforming referees and departed employees via Exit surveys into active talent pools to reduce recruitment costs.
- **Network Effect:** Every request advertises Xref to the talent market, building an interconnected network of career histories that ensures our Data Lake remains current and comprehensive.

Our competitive advantage is anchored in a verified, private archive that cannot be replicated by standard AI scraping or competitors. This data harvesting engine has secured over 9 million career histories, 11 million employee opinions, and 7 million reference reports. Built on 16 years of pre-employment data and 26 years of engagement history, this moat provides a foundational library of professional truth. The infrastructure is accessible through our native platform or via a scalable API, allowing organisations to power the wider HR tech ecosystem with verified talent data.

Xref is founder-led by Lee-Martin Seymour (CEO), the visionary designer of the original platform and driving force behind its evolution into a comprehensive "employer intelligence" suite. Lee's passion for client satisfaction drives solutions, including pulse, engagement, and exit surveys, that meet the evolving needs of the employment sector. We provide a predictable revenue base fueled by high-margin SaaS contracts and AI-powered operational efficiencies, scaling as the industry's essential trust layer.

[Xref.com](https://xref.com)

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