

6 October 2026

Atomos appoints Simon Traynor as Non-Executive Director

Melbourne, Australia - [Atomos Limited](#) (ASX:AMS) (**'Atomos'** or the **'Company'**) is pleased to announce the appointment of Mr Simon Traynor as a Non-Executive Director, effective today.

Simon brings more than 25 years of executive and board experience across consumer brands globally. His executive experience includes senior roles with internationally recognised brands including Nike, Quiksilver, Coleman and YETI.

Simon's appointment further strengthens the Atomos Board as the Company continues to develop its global consumer strategy (D2C) and expand its international market presence.

Extensive consumer brand and international experience

Simon has held senior marketing, retail and general management roles across Asia Pacific, EMEA and ANZ, developing extensive experience in:

- building and managing global retail and direct-to-consumer brands and strategies;
- international market entry and expansion;
- digital transformation and customer engagement; and
- brand development and commercial growth.

Simon currently serves as a Non-Executive Director of Kookaburra Sport, an Australian iconic brand and global manufacturer of cricket and hockey equipment, where he has supported the business in its expansion into the US market.

Simon is Chairperson of 776BC, a global premium rowing apparel brand. He currently also serves on the National Sporting Organisation, Paddle Australia, the peak sporting body for all canoe and kayaking sports. He has also held board positions with Liberated Brands, Best Friends Pet Care and The Movember Foundation.

Simon is a Fellow of the Australian Institute of Company Directors and holds a Master of Business and Bachelor of Business, both with majors in Marketing from RMIT University.

Atomos Chair, James Joughin, said:

"We are delighted to welcome Simon Traynor to the Atomos Board. Simon brings a combination of highly relevant consumer brand experience, international commercial expertise and substantial board experience. His career with globally recognised brands including Nike, Quiksilver and YETI, together with his current involvement with Kookaburra Sport and recently Liberated Brands, gives him a strong understanding of the opportunities and challenges associated with building brands and expanding into international markets.

"Simon's experience in consumer marketing, retail, direct-to-consumer businesses and digital transformation is particularly relevant to Atomos, as we continue to broaden our customer

proposition and pursue growth opportunities in international markets. The Board looks forward to working with Simon and benefiting from his commercial and international perspective.”

Simon Traynor said:

“I am pleased to be joining the Atomos Board at an important stage in the Company’s development. Atomos has built a strong position in the professional video and content creation market and has significant opportunities to build on its brand, product portfolio and international presence.

Other information

The Company confirms that, other than as disclosed in this announcement, there is no further information required to be disclosed in relation to Simon Traynor pursuant to ASX Listing Rule 3.16.4. An Appendix 3X – Initial Director’s Interest Notice will be lodged with ASX separately.

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

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For further information, please contact:

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Atomos’ Interactive Investor Hub

Our investor hub is an interactive location to engage with the Atomos team on our announcements and updates.

Please go to the Atomos Investor Hub for all market announcements & other news
<https://investors.atomos.com>

About Atomos

ATOMOS designs pioneering products that transform the way film and video content is made around the world. From our range of hardware devices for monitoring and recording, easy-to-use software tools, and intelligent cloud services, we engineer best-in-class technologies and create products for the next generation of filmmakers.

Through relentless innovation, we simplify your workflow. Whether you record cinema-quality footage, monitor a scene with crystal clear colour accuracy, switch between multiple cameras, or stream a live event with a portable studio, ATOMOS empowers anyone to realize the best possible version of their creative potential.

ATOMOS is based in Melbourne, Australia, with a distributed worldwide team and offices in the USA, Japan, China, UK, and Germany and has a worldwide distribution partner network.

For more information, please visit **www.atomos.com**