ASX Announcement
28 October 2026

Board Changes

XPON Technologies Group Limited (ASX: XPN) (**XPON** or the **Company**), an AI marketing technology company, is pleased to announce the appointment of Jonathan Hoe as a non-executive Director of the Company, effective immediately.

Jonathan has over 15 years of experience across M&A and private equity investments, with a particular focus across B2B software, healthcare, B2B services and technology enabled businesses. He is an experienced growth private equity investor and has led a number of technology investments including AutoGrab and Clear21. Jonathan started his career as an accountant in the private enterprise division at KPMG and was a corporate M&A lawyer in the private equity team at Allens.

Jonathan's experience will further enhance XPON's capabilities in identifying and integrating new opportunities as the company executes its applied AI acquisition strategy.

Jonanthan will be remunerated on the same terms as the existing non-executive directors and is expected to stand for election at the 2026 Annual General Meeting. The XPON board considers him to be a non- independent Director.

In addition to Jonathan's appointment to the Board, through his investment vehicle Frontline Nominee Pty Ltd, he reached an agreement to purchase a 17.4% shareholding in XPON for a consideration of $1,757,333.32 from Matt Forman, XPON's Founder and Non-Executive Director, with an option to purchase an additional 2.5% on the same terms before 6th December 2026. Matt remains a substantial shareholder and a Non-Executive Director.

Jamie Olsen has resigned as a Non-Executive Director of the Company, effective immediately.

The Directors thank Jamie for his outstanding contribution to the Company during his tenure, providing strategic guidance and leadership through a transitional phase for the company culminating in the successful divestiture of the Datisan Google reseller business and wish him well in his future endeavours.

Mr Mark Simari said:
"On behalf of the Board, I would like to thank Jamie for his substantial contribution and commitment to XPON during this transformational period the company has undertaken over the past 18 months. Jamie leaves the company in a far better state that he found it when he joined as a Director and his guidance, sound judgement and valuable strategic insights played a pivotal role. We wish Jamie all the very best in his future endeavours.

We are equally delighted to welcome Jonathan to the Board who brings extensive corporate and M&A experience. His strong commercial and strategic credentials will complement the capabilities of the existing Board as the Company looks to execute its applied AI acquisition strategy".

This announcement has been approved and authorised for release by the Board of Directors of XPON Technologies Group Limited ACN 635 810 258

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About XPON Technologies Group Limited (ASX: XPN)

XPON Technologies Group Limited is a leading AI marketing technology business with operations in Australia and New Zealand. Our Wondaris AI Marketing platform helps businesses simplify complex marketing challenges and achieve superior ROI from their customers.

At the heart of our approach is the integration of data and AI, which powers our tools to predict consumer behaviour, automate marketing processes, and drive effective, data-driven decisions.