

Appointment of Chief Financial Officer

1 March 2023

BikeExchange Limited (ASX:BEX) is pleased to announce the formal appointment of Ms Kathy Kotsiopoulos as Global CFO of the BikeExchange Group.

During the last six months as Acting CFO, Kathy has been instrumental in supporting the group and working with the executive team to execute the BEX business strategy focussing on BEX eCommerce fundamentals, reduction of operating costs and cash retention as the group progresses towards profitability.

Kathy has more than 20 years of experience in senior finance roles including 10 years of listed company experience. She holds a Bachelor of Commerce and Bachelor of Engineering (Hons) from the University of Melbourne, an MBA from Melbourne Business School and is a Chartered Accountant (Institute of Chartered Accountants Australia & New Zealand).

This announcement has been authorised by the Chair.

- **Ends** -

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ABOUT BIKEEXCHANGE

BikeExchange Limited (ASX:BEX) is a leading operator of global online cycling focussed marketplaces that enable a dedicated and growing global audience of consumers to connect and trade with thousands of retailers and brands. The Company was founded in Melbourne in 2007, with the aim of bringing together the fragmented global cycling industry to trade and scale. Today, it hosts over 1500 brands, 1,585 retailers and 900,000+ products globally, with an annual audience of 28+ million

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