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ASX ANNOUNCEMENT

Pacific Smiles Group Limited (ASX: PSQ)

11 August 2023

PACIFIC SMILES GROUP ANNOUNCE RESIGNATION OF MANAGING DIRECTOR & CEO AND APPOINTMENT OF INTERIM CEO

Dentist service organisation Pacific Smiles Group (ASX: PSQ) today announces the resignation of its Managing Director & Chief Executive Officer (CEO), Mr Phil McKenzie, with effect from 31 August 2023.

An executive search is underway for a new CEO and the company's Chief Commercial Officer, Mr Paul Robertson has been appointed Interim Chief Executive Officer. His appointment minimises disruption to the business and ensures that leadership of the Company remains focussed on delivering the Company's operational and strategic agenda.

Pacific Smiles Group Chair Ms Zita Peach said: "Paul is a very trusted and well-respected leader with a wealth of experience at Pacific Smiles. He has a deep understanding and passion for the Company and has been fundamental to delivering the company's growth since listing on the ASX. Prior to joining Pacific Smiles, Paul was CEO at a number of private hospitals and has extensive healthcare and cross functional management experience. We are fortunate to have Paul's depth of experience on our executive team as we work through the transition".

The Board would like to thank Phil for his commitment to Pacific Smiles Group and in particular, his significant efforts in managing the business through the challenges of COVID-19 and driving the Company's growth agenda over the last 5 years. We wish Phil all the best for the future.

Mr Robertson's remuneration arrangements and biography are attached to this release.

ENDS

The Board of Pacific Smiles Group have approved this release.

For further information contact:

Investor Relations

Pacific Smiles Group Limited

Paul Robertson

Chief Executive Officer

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Paul Robertson Biography

Mr Robertson is an experienced Chief Executive Officer and senior executive. He joined Pacific Smiles Group in 2008 as Chief Operating Officer where he spent 13 years building a deep understanding of the Company's operations. In July 2022, he was appointed Chief Commercial Officer, enabling him to leverage his knowledge of the business and build on established relationships.

As a CEO, Mr Robertson has extensive experience leading private hospitals including Calvary John James Hospital, Lingard, Christo Road, Lady Davidson, Warners Bay, Castlecrag and Mosman Private Hospitals.

Interim Chief Executive Officer remuneration arrangements

Mr Robertson was appointed Interim Chief Executive Officer on the 1 September 2023 in order to facilitate an orderly handover.

Under the terms of Mr Robertson's Interim CEO contract, he will receive Total Fixed Remuneration of \$450,000 per annum, inclusive of superannuation, pro-rated for the period he holds office as Interim Chief Executive Officer. He will be entitled to earn an STI of up to 50% of his total fixed remuneration and an LTI of 40% of Total Fixed Remuneration.

Mr Robertson's appointment as Interim Chief Executive Officer will continue for the period of the search for a permanent Chief Executive Officer.

Either party may terminate the employment agreement by providing three months' notice.

It is intended that Mr Robertson will return to the position of Chief Commercial Officer as soon as a new Chief Executive Officer commences, at which time his remuneration will revert to comparable market rates for his role.