

## Chief Financial Officer Announcement

**SYDNEY, AUSTRALIA, 15 May 2024** – Beonic Limited (ASX:BEO) (Beonic or the Company), the world's leading provider of IoT solutions to Airports and Retail, is pleased to announce that Michael Pearce has been appointed as Chief Financial Officer, effective 10 June 2024.

Michael is a seasoned financial executive with over 17 years of global experience. Michael was previously Chief Financial Officer of WeConvene Group a globally deployed cloud-based meeting and event booking platform. Prior to that Michael was Vice President of Finance at Whip Media Group, Director of Finance for Warner Music Group based in New York and Manager within Ernst and Young's Transaction Advisory and Audit Services.

**Beonic CEO Billy Tucker said**, "It is a great pleasure to announce the appointment of Michael as Beonic's CFO. Michael brings a wealth of finance experience across fast growing global tech companies which will be invaluable to Beonic as we look to implement our recently announced transformation strategies aimed at delivering a pathway to cash-flow break even."

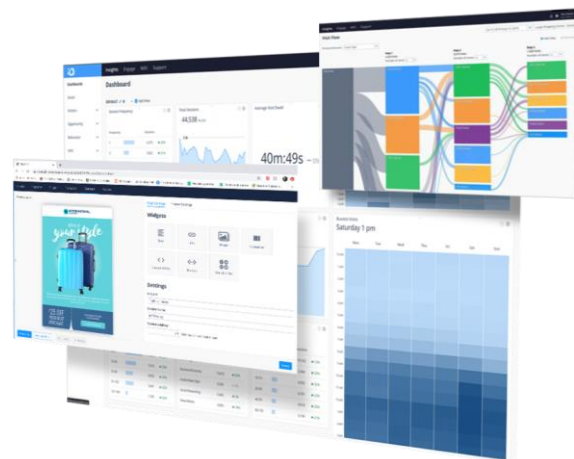
### About Beonic

At Beonic, we create intelligent places with our AI-driven platform. Our technology transforms the places where people work, play, travel, shop and meet—optimising touchpoints, driving loyalty, and delivering differentiated experiences.

Our platform unifies your data points on one proprietary platform to give you the insights needed to solve the complex challenges of your present and future.

We ingest data from a diverse range of technologies including WiFi, Camera, People counting, LiDAR, CCTV and IoT devices. We combine these datasets with contextual data like weather, retail sales and sociodemographics to improve operational performance for retailers, airports, stadiums, smart cities and other public and commercial venues.

Beonic further augments insights generated by the platform with its data & marketing services offering: A team of data science and digital marketing consultants who help our clients harness more value from their data.



For personal use only

This announcement has been approved by Beonic Limited's Chair.  
Learn more at [www.beonic.com](http://www.beonic.com) or follow Beonic updates at <https://au.linkedin.com/company/beonic>

### Media

Billy Tucker  
Chief Executive Officer  
P: +61 2 8188 1188  
E: [billy.tucker@beonic.com](mailto:billy.tucker@beonic.com)

### Investors

Craig Sainsbury  
Automatic Markets  
P: +61 428 550 499  
E: [craig.sainsbury@automigroup.com.au](mailto:craig.sainsbury@automigroup.com.au)

For personal use only