

Appointment of Independent Non-Executive Director

SYDNEY, AUSTRALIA, 01 July 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 Mr Michael McConnell has been appointed as independent non-executive director of the Company effective 1 July 2024.

Michael is a seasoned global business executive with over thirty years of experience. For 14 years, he was a Managing Director at Shamrock Capital Advisors, a manager of private equity, real estate and hedge funds. He founded and led the firm's activist hedge fund. Michael has also served as an interim CEO at four public companies and as a non-executive director at 16 public companies in the United States, Australia, New Zealand and Israel in a variety of industries such as enterprise software, security software, communications, media, e-commerce and manufacturing. Michael currently serves on the Board of OneSpan, Adacel, QuikFee, and Jacob Stern & Sons.

Beonic Chair, Bob Alexander said, "It is a great pleasure to welcome Michael to Beonic's Board of Directors. Michael brings a wealth of experience across a range of sectors and brings a unique skill set to the Board, complementing the background of our existing directors. Michael's experience will be invaluable as we look to implement our recently announced transformation strategies aimed at delivering a pathway to cash-flow break even. Michael's appointment reflects our ongoing commitment to maintaining the highest standards of Governance as we continue to grow the company."

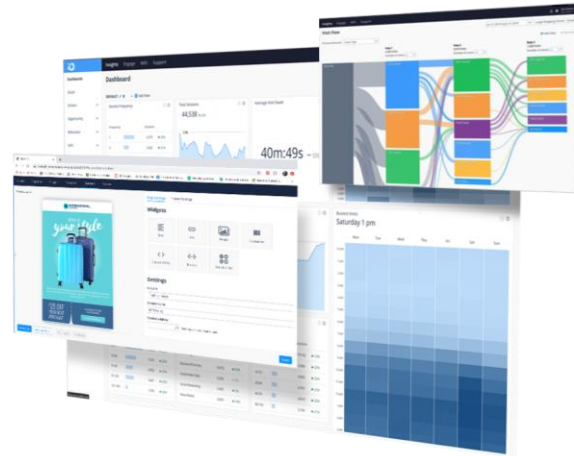
About Beonic

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.



This announcement has been approved by Beonic Limited's Board.

Learn more at www.beonic.com or follow Beonic updates at <https://au.linkedin.com/company/beonic>

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