

ASX ANNOUNCEMENT

Geoff Cockerill appointed CEO of Vitura

Leadership reorganisation to align with Strategy Reset program execution

27 AUGUST 2024

Melbourne, Australia – Vitura Health Limited (ASX: VIT) (**Vitura and Company**), a leading digital health platform business, has today announced the appointment of highly experienced international business leader Geoff Cockerill as Chief Executive Officer.

Mr Cockerill will commence on 25 November 2024. He has a strong track record of delivery of company performance across large diverse teams and complex operating environments. He has held executive positions in leading international businesses including more than 11 years in senior roles at Diageo, as well as positions at Lion, Subway, Queensland Cricket and most recently as CEO of consumer health business ATP Science. He's also held several non-executive directorships.

Interim CEO, Mr Tom Howitt, will return to his role as Chief Financial Officer.

In commenting on the appointment, Vitura's Independent Non-Executive Chairman Mr Robert Iervasi said: "Geoff is a credentialed leader across multiple industries with a proven ability to navigate shifting business and industry environments to drive revenue and profit growth, with an eye for detail, and ability to unlock value.

"This is an important new chapter for Vitura, and Geoff brings both significant experience in consumer products and health leadership with his previous role at ATP demonstrating his ability to support a rapid retail activation program. We are confident Geoff will build on the strong foundations of our business and market leading position to realise our full potential.

"I'd like to thank our interim CEO, Tom Howitt, for his leadership this year and ability to lead our team through a period of change."

With a focus on execution of the Company's Strategy Reset and to return Vitura to growth, the Company has taken the opportunity to evolve the organisational structure to support Mr Cockerill.

The new structure considers the evolution of the Vitura business since its acquisition of Doctors on Demand, and growth and cost initiatives presented to shareholders in May 2024. While Vitura is in the early stages of its Strategy Reset, the strategy has started to deliver positive momentum and the Company is now establishing the right structure to deliver against strategic imperatives.

The new structure has the roles of Chief Financial Officer, Chief Growth Officer, Chief Operating Officer and Chief Technology Officer reporting to the CEO. In addition, the roles of General Counsel and Manager People and Culture will also report to the CEO.

The refinement of the organisational structure will enable improved cross company focus, with executives motivated and incentivised on whole-of-company decisions and success. It will drive better functional integration, improve efficiency by removing role duplication, and allow better resource allocation, as well as enable subject matter experts to be appointed into leadership roles.

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Within this new structure Mr Guy Headley, currently Chief Commercial Officer, will transition to a Non-Executive role on the Board by the end of August 2024. He will provide advisory services to support Vitura on important strategic areas to drive business stability and growth, including advising on regulatory matters within medicinal cannabis, as required.

Ms Kirsty Garrett steps down from her role as Chief Operating Officer after five years with Doctors on Demand and Vitura. Vitura is pleased to announce the appointment of Ms Nicola Swarbrick as the Company's new Chief Operating Officer. Ms Swarbrick, who joined the Vitura team on 26 August 2024, is a seasoned professional with over 30 years' experience in a variety of senior commercial leadership roles across hospitality, multi-site retail, sales, leasing and strategic planning and delivery. Her roles have included National Business Improvement Manager Bunnings, General Manager Telstra WA, Head of Growth Retail Food Group and most recently COO of NightOwl Convenience. She has had state, national and international accountabilities that rely heavily on the establishment, maintenance and improvement of governance connected to strict regulatory environments and the high-performance teams that deliver strategy and execute operational outcomes.

Board and Advisory Committees

In addition to Mr Headley moving to Non-Executive Director, a Doctors on Demand Clinical Governance Advisory Committee has been established. This committee will operate as a sub-committee of the Vitura Board and will focus on excellence in clinical governance including in areas of specialised prescribing for smoking cessation, mental health and weight loss.

A second committee has been established to provide clinical governance support across CDA Clinics and Cannadoc. Dr Ben Jansen, who was a founder of CDA Clinics, will be a member of the Clinical Governance Advisory Committee for CDA Clinics and Cannadoc. It is anticipated that these Committees will meet quarterly.

Mr Iervasi, said: "Our first critical step in returning Vitura to its growth profile was reviewing and resetting our strategy in the context of both the evolution of our business following acquisitions, and the changing operating landscape. This next step is to create an organisational structure that can effectively execute on our strategy reset program and appoint an experienced, proven leader to take steward of the business. We are pleased to see this now progress with new key appointments.

"The Board believes this new structure will streamline our internal operations, improve efficiency, and drive the right behaviours to support Vitura's future success.

"We are pleased that we were able to respond to Guy's desire to step back from day-to-day executive work whilst enabling him to continue to contribute to Vitura's future in an advisory capacity, and to have access to Dr Jansen's knowledge and critical role in pursuing excellence in clinical care for our medicinal cannabis clinical operations.

"Finally, I'd like to thank Kirsty Garrett for her leadership in the role of COO over five important years of business growth and diversification. Kirsty has done an excellent job building Doctors on Demand into one of Australia's leading telehealth businesses."

Remuneration Details for Mr Geoff Cockerill

Mr Cockerill has executed an Employment Agreement with the Company with an effective date of 25 November 2024. Mr Cockerill will receive a base salary of \$450,000 per annum, plus statutory superannuation. He is eligible to participate in the Company's Short-Term and Long-Term Incentive Plans. In respect of the year ending 30 June 2025, his potential pro rata STI payment is up to 50% of his base salary, subject to the achievement of agreed Key Performance Indicators and targets. His potential LTI, in the form of performance rights and options, is up to 70% of his base salary. Mr Cockerill is subject to a six-month probation period following which his Employment Agreement may be terminated by either party with six months' written notice.



About Vitura Health Limited (ASX: VIT)

www.vitura.com.au

Vitura Health Limited is diversified digital health business listed on the ASX (ASX: VIT) and, via its wholly owned subsidiaries, operates the following businesses:

- www.burleighheadscannabis.com

Burleigh Heads Cannabis operates the market leading prescriber, patient, pharmacy, and supplier online ecosystem, Canview, which sells and distributes 430+ therapeutic product and device SKUs within Australia from roughly 60 international and domestic brands.

- www.canview.com.au

Canview is being developed to be a complete end-to-end healthcare ecosystem designed to provide doctors, pharmacists, and patients with a simple and cost-effective way to facilitate the treatment of patients with increased efficiency and compliance. The Canview system is based on a medicines wholesaling platform which seamlessly brings together several disparate SAAS (software-as-a-service) providers including inventory control, invoicing, customer management, reporting and analytics, all linked together through customised integration from third party providers. Underpinning the suite of SAAS elements are several bespoke, internally generated operating procedures and intellectual property assets, supported by the Canview customer support and infield customer engagement teams. Through the integration of the different elements which together make up Canview, the platform provides the best user experience in the industry.

Through the Company's relationships with third party integrators, Canview provides Australian doctors with the ability to integrate their patient management systems directly with the platform and to use their patient information to generate electronic prescriptions within the Canview platform, without the need to input the patient's details. Prescriptions are then sent directly to the Canview patient app where patients can manage their treatment and submit the prescription and subsequent repeats to one of the nearly 4,500 Australian pharmacies with accounts on Canview for dispensing.

While the Company's current operations focus on the sale and distribution of medicinal cannabis products, Vitura is fully licensed and equipped, via its two state-of-the-art distribution centres in Melbourne and the Gold Coast, to distribute all products under Schedules 2, 3, 4, 8 and 9. The establishment during the year of the Company's joint venture to distribute psychedelic products, including MDMA and Psilocybin, is a timely example of the many opportunities that the Company believes can be seamlessly integrated into its existing digital health platform business.

- www.doctorsondemand.com.au

The Company owns Doctors on Demand Pty Ltd, a nationwide 24/7 x 365 telehealth platform business that provide innovative primary health solutions to hundreds of thousands of B2C and B2B patients annually. Services include general medical consults, urgent care, medical certificates, pathology referrals, specialist referrals, men's health, women's health, medicated weight loss and smoking cessation.

- www.cortexa.com.au

The Company owns 50% of Cortexa Pty Ltd, an incorporated joint venture with Canadian-based PharmAla Biotech (CSE: MDMA). Cortexa aims to be the leading supplier of psychedelics, GMP MDMA and GMP psilocybin, for research and therapeutic use in Australia.

- www.cdaclinics.com.au

The Company owns CDA Clinics that undertakes nationwide telehealth consultations with patients seeking access to medicinal cannabis.

- www.cannadoc.com.au

The Company owns 75.5% of Cannadoc Health Pty Ltd, a medicinal cannabis clinic business that undertakes nationwide telehealth consultations with patients seeking access to medicinal cannabis.



Authorised by

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Forward-looking statements

This announcement includes forward-looking statements which may be identified by words such as 'anticipates', 'believes', 'expects', 'intends', 'may', 'will', 'could', or 'should' and other similar words that involve risks and uncertainties. These forward-looking statements are based on the Company's expectations and beliefs concerning future events as at the date of this announcement. Forward-looking statements are necessarily subject to risks, uncertainties, and other factors, many of which are outside the control of the Company, which could cause actual results to differ materially from such statements. The Company makes no undertaking to update or revise the forward-looking statements made in this announcement to reflect any change in circumstances or events after the date of this announcement.