



## Market Update

### *Appointment of ex-Cisco executive as General Manager and restructure to accelerate commercialisation*

ASX RELEASE

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#### Highlights

- Appointment of ex-Cisco executive, David Barker, to the new position of General Manager
- Mr Barker brings significant in-house commercialisation expertise to the role, with almost 30 years' experience, including senior leadership positions at Oracle and Cisco
- The appointment bolsters Quantify Technology's leadership team and adds significant value, as the Company focuses on accelerating the commercialisation and sale of its technology
- Provides validation for Quantify Technology's innovative products and platforms
- Mr Barker will help the Company accelerate its commercialisation efforts for its technology, including its flagship product, the Q Device
- Quantify Technology has completed a corporate restructure to accelerate the commercialisation of its technology and ensure resources are focused on sales and marketing efforts
- Restructure included targeted and significant overhead reduction

**Quantify Technology Holdings Limited (ASX: QFY)** ('Quantify Technology' or 'the Company') is pleased to announce it has appointed ex-Cisco executive, David Barker, to the new position of General Manager.

Mr Barker brings significant in-house commercialisation expertise to the role, with almost 30 years' leadership experience in sales and strategic planning for large multinational companies including Oracle and Cisco.

His appointment provides validation for Quantify Technology's innovative products and platforms and significantly bolsters the Company's leadership team and commercialisation expertise. Mr Barker is focused on accelerating the Company's commercialisation efforts of its technology, including its flagship product, the Q Device.

Prior to his appointment, Mr Barker acted as a consultant for Quantify in the Company's Enterprise Solutions division.

Previous to this role, he spent almost 20 years at technology giant, Cisco, in a number of senior positions including Country Manager for New Zealand where he was responsible for managing executive engagements with government, customers and partners, as well as the Company's marketing and go-to market strategy.

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He was also Cisco's Sales Director, Service Sales, for three years - based in Singapore. In this role, Mr Barker was responsible for establishing and maintaining Service Sales for the Company's Tier-1 accounts and developed a services group to implement and maintain new product introduction and solution support.

He also served in the roles of Director, Public Sector and Client Director, Telstra whilst at Cisco.

At Oracle, Mr Barker was Systems Vice President – Australia and New Zealand, where he managed the systems group across Australia and New Zealand and was a member of Oracle's senior leadership team. In this role, he rebuilt the Company's sales team and developed and executed the strategic plan for the territory and was responsible for delivering and sustaining profitable revenue streams across a broad product portfolio.

Most recently, he was Managing Director of VCE – a joint collaboration between Cisco, EMC and VMWare and known as the Converged Platform and Solutions Division of Dell EMC.

Mr Barker's appointment is part of an overall corporate restructure as the Company's commercialisation efforts gain momentum. As part of this restructure, Quantify Technology has reduced overheads in a number of areas to ensure it is focusing resources on its sales and marketing efforts.

In the new role, Mr Barker will be responsible for overseeing Quantify Technology's day-to-day operations, including its Sales, Marketing, Engineering and Operations divisions.

"I am very excited about Quantify Technology's prospects and pleased to be joining the firm in a full-time role. During my time consulting for the Company, I gained a comprehensive understanding of its tremendous technology that solves many of the problems currently faced in the Internet of Things market and recognise the enormous potential of the Company moving forward," Mr Barker said.

Quantify Technology Managing Director Mark Lapins added: "David's appointment significantly bolsters Quantify Technology's leadership team as the Company focusses on accelerating the commercialisation and sale of its technology. His strong background in sales and strategic planning for some of the world's biggest technology companies is a tremendous asset as we look to our next phase of growth."

-ENDS-

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## About Quantify Technology

**Quantify Technology Holdings Limited (ASX: QFY)** ('Quantify Technology' or the 'Company'), a unique and disruptive player in the multi-billion Internet of Things (IoT) market. Quantify Technology is a first mover in the IoT market and primarily develops hardware and software devices that enable the monitoring and management of the next generation of internet-enabled devices (such as lighting, power, heating and cooling systems) installed in buildings. Its patented flagship product, the Q Device, provides real-time evaluation of environmental and risk factors for building occupants, as well as proactively managing services and utilities to ensure the highest levels of efficiency are achieved to create Quantify Technology Truly Intelligent Buildings™. The Company's products are designed to be retrofittable, cost effective, simple, scalable, extensible, autonomous and secure, and aim to allow IoT solutions to become part of the fabric of buildings, redefining the industry standard with a view to making Quantify Technology's solution the platform of choice.

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