

14 October 2019

## ASX Announcement

### **Empired strengthens East Coast Australian leadership with appointment of Craig Lennard to the position of Executive General Manager – Eastern Region**

Empired has today announced the appointment of Mr Craig Lennard to its executive team in the position of Executive General Manager – Eastern Region. The appointment further strengthens Empired's ongoing focus on the East Coast of Australia as one of its key strategic markets throughout Australia, New Zealand and the United States, with particular growth being experienced in the financial services and government sectors.

The key focus of Mr Lennard's role will be to drive strong customer engagement and growth on the East Coast of Australia. This new role is charged with leading Empired's East Coast sales team and working closely with the wider business to ensure the delivery of strong innovation and business value across customers' enterprise-wide digital transformation and operations.

In support of this East Cost initiative, Empired has significantly strengthened its sales capability adding six enterprise salespeople across Sydney and Melbourne in recent months and appointed a number of other pivotal roles including a Senior Practice Director to lead its Advisory Services team, a capability Empired views as critical in driving strong enterprise customer engagement.

Mr Lennard has significant experience in the ICT industry working in leadership roles across services and software organisations headquartered in Australia and internationally.

Most recently, Mr Lennard held the role of CEO of Oakton, and prior to that was Managing Director of SMS Management and Technology's Advisory and Solution businesses. Prior experience includes developing and running various industry business lines with UK systems integrator, Logica (now CGI), and various product development leadership roles covering solution sets from information management, analytics and CRM.

Mr Lennard has a passion for the local ICT industry and has held positions on the Australian Information Industry Association's Council, playing an active role in promoting the development and success of the industry.

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Russell Baskerville, Empired's Managing Director, says, "We are delighted to have secured a candidate of Craig's stature and market credibility to lead our East Coast expansion. Craig's appointment is a key plank in a broader strategic investment across the East Coast and I am confident that his extensive industry experience and enterprise client relationships will provide a strong platform for accelerated East Coast growth and enhanced performance."

Simon Bright, Empired's Chief Operating Officer, says, "Craig brings a wealth of experience to Empired and we are delighted to have someone of his calibre join Empired's executive team. I am excited by the growth opportunity that exists across the East Coast and am looking forward to working closely with Craig to build the Empired brand and customer footprint in these key markets."

Mr Lennard, says, "I am very pleased to be joining the tremendously capable Empired business and to be taking on a key leadership role to help drive strategic growth. The opportunity in the market now for a highly capable and trusted services organisation with key strategic partnerships including Microsoft and other select suppliers to drive client's digital journeys is significant."

Empired has experienced a period of solid growth across the Australian East Coast, delivering around 10 per cent growth year on year for the three years up to the end of FY18. Whilst FY19 delivered more modest growth, a range of initiatives are being implemented to accelerate expansion in the Australian East Coast.

For more information, please contact:

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## About Empired Limited

Empired Limited is an IT Services provider with a broad range of capabilities targeted at delivering enterprise IT solutions that improve efficiency, productivity and competitive advantage for our clients.

Our clients are medium to large corporate and government organisations within key industries including Energy and Natural Resources, State and Federal Government, Finance and insurance, Utilities and Transport.

We offer a broad range of services from managed services to digital transformation. Together they provide a breadth of service and expertise not seen in other consultancies of similar pedigree allowing Empired to deliver 'end to-end' business solutions that assist our customers in driving their key business outcomes.

With a team of over 1,000 people located throughout Australia, New Zealand and North America, Empired has built a reputation for service excellence. This combined with our strategy that is underpinned by initiative, innovation and growth ensures that in a dynamic and rapidly growing technology market place Empired is strongly positioned to capture market share and continue to build on its success.

## Important notice re forward looking statements

Certain statements made in this communication, may contain or comprise certain forward-looking statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, no assurance can be given that such expectations will prove to have been correct. Accordingly, results could differ materially from those set out in the forward-looking statements as a result of, among other factors, changes in economic and market conditions, success of business and operating initiatives, changes in the regulatory environment and other government actions, and business and operational risk management. The Company undertakes no obligation to update publicly or release any revisions to these forward-looking statements to reflect events or circumstances after today's date or to reflect the occurrence of unanticipated events.