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A NEW DIGITAL EXPERIENCE FOR ASX ISSUERS

We're investing in an improved experience for listed companies and trusts as well as issuers of investment products.

ASX is on a multi-year journey to modernise and improve the digital experience for its customers. For issuers, this will deliver a streamlined way to manage compliance and business activities digitally.

By issuers we mean the broad group that encompasses both listed companies and trusts and investment product issuers that aren't listed, but issue products such as ETFs which trade on the ASX market.

Over time digital channels will offer more ways to interact and new data analytics and insights, available at any time, on any device. Importantly, we've worked with customers to understand their needs to ensure we focus on what really matters first to make doing business with ASX more efficient, convenient and easier.

Max Cunningham, executive general manager of listings, issuer services and investment products, said, "we want to improve the day-to-day experience for our issuer customers that interact with ASX. ASX Online has performed reliably over the years and enabled the market to move from paper-based lodgment of announcements to a digital format.

"As technologies evolve, expectations rise. Our customers expect to solve matters quickly and intuitively, using the latest digital conveniences. They also see opportunities to streamline workflow and reduce duplication. The investment we are making recognises the critical role issuers play, and will result in a seamless, market-leading experience when doing business with ASX."

The program will be delivered in phases, with the first phase being the replacement of the current ASX Online Companies portal. We've totally redesigned the user experience to make it as streamlined and efficient as possible, including:

1. Simplified access and user management

- A simpler log-in with access tailored to the individual across all securities they manage.

The screenshot displays the ASX issuer portal for Equip Trustees Limited. At the top, there's a navigation bar with 'ASX', 'DASHBOARD', 'COMPANY', and 'LODGE' options. Below this, a header shows the company name 'Equip Trustees Limited' and its ASX code 'ASX:EQP' with a price of \$123 (0.9%). A progress indicator shows four steps: 'Code', 'Type', 'Details', and 'Preview and Submit', with the first three completed. The main content area includes fields for 'COMPANY' (Equip Trustees Limited), 'ISSUER CODE' (ADP01, ADP02), 'TYPE/HEADER' (Annual Report to shareholders), and 'MARKET SENSITIVE' (YES). An 'ATTACHMENT' section shows a PDF file 'duminy.pdf' and a 'Preview Attachment' button. A 'PREVIOUS' button is at the bottom left, and a 'SUBMIT' button is at the bottom right. The footer contains ASX branding, terms and conditions, and contact information.

The experience has been completely redesigned to provide simple access with streamlined workflows to maximise efficiency

- Role-based access, for example, the ability to view but not lodge announcements.
- Self-service user access management.

2. Streamlined lodgment via a personalised dashboard

- One-step lodgment of an announcement against multiple securities.
- An intuitive dashboard and proactive alerts to track progress.

3. Convenient self-service and insights

- Searchable listing rules.
- In-platform communication.
- Real-time share price and chart for your own entity/securities.
- Dedicated support channels.

In addition to the new features, the platform will leverage leading-edge technology and cloud infrastructure to enable scale, security and performance so it's reliable and easy to use on every device.

Customer feedback has been invaluable to shaping this experience and we would like to thank those who participated in focus groups.

As we build the experience, we will continue to seek feedback via regular focus groups over the next year.

We know great digital experiences don't happen by accident, so we will continue to test and refine so we get it right for our customers.

ASX will continue to keep issuers up-to-date on progress and will communicate go-live dates ahead of time, with supporting tools and in-person workshops to facilitate a seamless transition for customers.

ASX is committed to making ongoing investment in digital experiences that helps customers access the services they need, in ways that are convenient and efficient, while providing a platform for future value-added products and services. We look forward to sharing these new experiences with you.

The screenshot displays the ASX Issuer Dashboard for Equip Trustees Limited. At the top, the user is logged in as Paige Jones, ASX adviser of EQP. The dashboard features a 'LODGEMENTS' table with columns for CODE, ANNOUNCEMENT TITLE, STATUS, LODGE BY, and DATA/TIME. The table lists several 'Change dividend details for EQP' announcements with statuses ranging from 'Submitted' to 'Released'. A 'PRICE CHART' for EQP Performance is shown, indicating a share price of \$5123 (0.9% increase). Below the lodgments, there are sections for 'UPDATES', 'NEWSLETTERS', and 'INSIGHTS', each containing relevant documents and news items.

Personalised dashboard with proactive alerts to track progress