

16 April 2025

## Chief of Staff & Deputy Chief Innovation Officer appointment

WiseTech Global Limited (**WiseTech, the Company, ASX:WTC**) today announces the appointment of Mr Zubin Appoo to the newly created role of Chief of Staff and Deputy Chief Innovation Officer reporting to Executive Chair and Chief Innovation Officer, Richard White. This newly created role is designed to facilitate more effective delegation and reporting pathways that will materially assist the execution of WiseTech's product roadmap and growth opportunities over the medium term.

Zubin brings nearly 25 years of experience in software development, with extensive expertise in both technical execution and strategic product leadership. He spent close to 15 years at WiseTech Global, from January 2004 to August 2018, during which time he worked directly with Richard White in shaping WiseTech's future strategy.

In 2005, while at WiseTech, Zubin completed a comprehensive Theory of Constraints (TOC) training program along with Richard and a small group of senior managers. Zubin then worked directly with Richard and other TOC trained managers helping to plan, develop and implement the initiatives that created CargoWise, the WiseTech Way and many of the market leading software capabilities and commercial models that have driven WiseTech's global growth and success.

Prior to his departure from WiseTech, Zubin worked directly with Richard White to lead the integration of acquired businesses, TradeFox and Digerati, which led to the creation of BorderWise. In recent times BorderWise has become the core of the ComplianceWise offering, one of WiseTech's three previously announced breakthrough products.

Since leaving WiseTech in 2018, Zubin has held various senior leadership roles, including as Chief Technology Officer at InLoop, Flexischools and HICAPS (part of NAB) and as Chief Executive Officer at Find a Carer.

Throughout the course of his career, Zubin has gained substantial experience in mergers and acquisitions, integration of acquired businesses, building high performance teams, growing and scaling businesses and delivering global product capabilities and complex technology solutions. He holds a Bachelor of Information Technology from UTS (a scholarship degree with Distinction).

WiseTech Executive Chair and Chief Innovation Officer Richard White said, *"We welcome Zubin back to the WiseTech team. He brings to this newly created role a strong and respected leadership style and a clear understanding of WiseTech's long-term vision, its product focus, software development processes and culture of innovation. These attributes will be a valuable addition to our strong existing team as we continue to grow and execute WiseTech's product development pipeline and growth strategy."*

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This announcement has been authorized for release by the Board of Directors of WiseTech Global Limited.

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**About WiseTech Global**

WiseTech Global is a leading developer and provider of software solutions to the logistics execution industry globally. Our customers include over 16,500<sup>1</sup> of the world's logistics companies across 195 countries, including 46 of the top 50 global third-party logistics providers and 24 of the 25 largest global freight forwarders worldwide<sup>2</sup>.

Our mission is to change the world by creating breakthrough products that enable and empower those that own and operate the supply chains of the world. At WiseTech, we are relentless about innovation, adding over 5,800 product enhancements to our global CargoWise application suite in the last five years while bringing meaningful continual improvement to the world's supply chains. Our breakthrough software solutions are renowned for their powerful productivity, extensive functionality, comprehensive integration, deep compliance capabilities, and truly global reach. For more information about WiseTech Global or CargoWise, please visit [wisetechglobal.com](http://wisetechglobal.com) and [cargowise.com](http://cargowise.com)

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<sup>1</sup> Includes customers on CargoWise and non-CargoWise platforms whose customers may be counted with reference to installed sites

<sup>2</sup> Armstrong & Associates: Top 50 Global 3PLs & Top 25 Global Freight Forwarders ranked by 2023 gross logistics revenue/turnover and freight forwarding volumes – updated 14 August 2024

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