

RocketBoots Strengthens Corporate Capability to Support International Expansion

Highlights

- Maria Phillips appointed as Chief Financial and Operating Officer
- Mrs Phillips has extensive corporate experience driving strategy and transformation in digital and technology sectors
- The appointment is designed to bolster corporate capability to support RocketBoots international expansion.

Artificial Intelligence software company **RocketBoots Limited** (ASX:ROC) (RocketBoots or the Company) is pleased to announce that it has appointed Maria Phillips as its Chief Financial and Operating Officer (CFO and COO), effective 1 November 2025.

Mrs Phillips is a prominent senior executive having worked over 25 years at iconic brands including Nine Entertainment, Velocity Frequent Flyer, Telstra, Foxtel, and Singtel Optus. She has a successful track record of driving strategy and transformation in digital and technology sectors. Her last position was as Group CFO of Nine Entertainment (NEC-ASX), one of Australia's largest entertainment and digital media companies.

Mrs Phillips was educated in the UK, and has a Bachelor of Science degree from the University of London in Physics and Business. She is a Certified Practising Accountant (CPA), an Associate of the Chartered Institute of Management Accountants (ACMA), and a Graduate of the Australian Institute of Company Directors. She is also a member of Chief Executive Women (CEW).

Commenting on the appointment, RocketBoots Chairman, Roy McKelvie, said:

"We welcome Maria at a pivotal time for the Company as we continue to make strong progress on our international expansion strategy. In addition to extensive experience in major listed technology led Australian businesses, Maria brings passion and energy to the role, key attributes as we work hard to scale the business across the globe.

RocketBoots is fortunate to have secured an executive of Maria's calibre, and with her considerable corporate and operational experience across ASX50 listed and other very large companies, she will be a critical addition to strengthening our corporate capability as we execute on our plans."

Incoming CFO and COO, Maria Phillips, added:

"I am excited to leverage my experience and passion for digital and technology to contribute to the growth of RocketBoots globally. I am looking forward to being a part of the business which is now on the cusp of major evolution as it expands into the international market with its AI & cloud based SaaS platform."

- Ends -

This announcement has been authorised for release by the Board of RocketBoots Board.

For more information:

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Chief Executive Officer

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About RocketBoots

RocketBoots superpowers in-person service by transforming video into operational improvement. We enable some of the world's largest retailers & banks to run their stores & branches with less operational costs & loss while improving service, sales & loyalty.

To do this RocketBoots provides a unique unified loss prevention, workforce management & customer experience software platform.

For Retailers:

1. Automatically detects potential theft at self checkouts
2. Automatically detects staff fraud e.g. sweethearting
3. Revolutionises workforce planning
 - a. Lower cost staffing with no service impact
 - b. Improved service to reduce queue abandonment & lost sales

For Retail banking:

1. Revolutionises omni channel workforce planning
 - a. Lower cost staffing with no service impact
 - b. Improved service to reduce abandonment & lost sales
 - c. Unlock hybrid working opportunities through precise scheduling of staff latent capacity & idle time of branch staff
 - d. Increase speed of customer responses in ALL channels

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