

12 December 2024

IXUP announces strategic initiatives to align with future growth

IXUP Limited (ASX: IXU), a global leader in centralised self-exclusion registers for the problem gambling industry, is pleased to announce that the Board is actively considering two strategic initiatives to position the Company for its next phase of growth and align with its transition towards greater institutional and potential international investor ownership.

1. Proposed Name Change

To reflect IXUP's refined focus and operational outlook, the Board is considering a rebranding initiative, including a potential change of the Company's name. This proposed change would better encapsulate the Company's mission and long-term strategic objectives as a leader in gambling prevention technologies.

2. Share Consolidation

The Board is exploring a potential consolidation of the Company's share capital. This step is aimed at optimizing the Company's capital structure and enhancing its appeal to both domestic and international institutional investors.

Both initiatives remain under Board consideration, and further updates, including shareholder approval requirements and implementation timelines, will be provided in due course.

The Board believes that these changes will provide a stronger foundation for IXUP's continued growth, creating long-term value for shareholders as the Company solidifies its position in its targeted markets.

-ENDS-

This announcement has been approved for release by the Board of IXUP.

For enquiries regarding this release please contact:

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To learn more, please visit: www.ixup.com. IXUP's registered address is Level 11, 201 Miller Street, North Sydney, NSW 2060.

About IXUP

IXUP Limited (ASX: IXU) (pronounced 'eyes up') is a leading Regulated Gaming Technology (RegTech) company, specializing in unique innovative technologies to combat problem gambling.

IXUP's solutions, including **BetStop™ National Self-Exclusion Register**, which enable vulnerable individuals to safeguard themselves from the harms of gambling addiction. BetStop™, operated exclusively for the Commonwealth Government of Australia, empowers Australians to self-exclude from all licensed interactive wagering services for periods ranging from three months to a lifetime.

As a pioneer in regulated gaming technology, IXUP is driving social impact by delivering secure, scalable, and ESG-aligned solutions for governments and operators worldwide. Leveraging its deep expertise in data security and compliance, IXUP is redefining the future of responsible gambling technologies on a global scale.