



AI MEDIA

ASX Announcement

25 October 2024

AI-Media appoints two US-based directors

AI-Media Technologies Limited (**'AI-Media'** or the **'Company'**) (**ASX: AIM**), a global technology provider of captioning, transcription and translation solutions, today announces the appointment of two new US-based non-executive directors, Otto Berkes and Brad Bender, completing its process of board renewal announced earlier in the year.

AIM Chair John Martin commented "A key priority was to strengthen the board's expertise in advanced and emerging technologies and experience in scaling a global technology business. We were also seeking candidates with strong connections in the United States as this is a key growth area for us. We are delighted to announce that we have found two highly experienced US-based directors, providing the board with complementary and diverse additional skills in engineering and product development."

Otto Berkes brings over 30 years of senior technology and business leadership together with over 15 years of director-level experience. An Xbox founder, Otto's previous roles have included General Manager at Microsoft, Chief Technology Officer at HBO, where he led building HBO's streaming services, and Chief Technology Officer at CA Technologies, where he drove the company's technology strategy and innovation efforts. He was also CEO of HireRide, an end-to-end analytics-based hiring platform he created through both acquisitions and organic development. Otto has a BS in physics and an MS in computer science and electrical engineering. He is currently a non-executive director of Integral Ad Science (NAS: IAS), a global digital advertising measurement and optimization platform, and an advisory board member for IntelAgree, an enterprise-scale AI-enabled contract management system.

Brad Bender brings over 25 years of global product and management experience together with over a decade of director-level experience. As Vice President of Product Management at Google, Brad most recently led Google News and Search Ecosystems, delivering AI-driven initiatives serving billions of people worldwide. Brad previously led Display and Video Advertising at the company, where he founded the Google Display Network and drove its growth to become a multi-billion-dollar business. Prior to Google, Brad was most recently a Vice President at DoubleClick. He has a BS from Cornell University, and currently serves as an independent board director of Entravision (NYSE:EVC) and an advisory board member for OutcomesX.

Alongside the appointment of Brent Cubis as non-executive director and Chair of the Audit & Risk Committee in July, we believe we now have a board with the expanded mix of skills and experience to steer AI-Media to its next stage of product development, growth and international expansion.

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The appointment of Otto Berkes and Brad Bender is intended to take effect from 1 December 2024 and is subject to the Company obtaining shareholder approval for an increase to its aggregate remuneration of non-executive directors at its 2024 annual general meeting to be held on 27 November 2024. The Company will despatch its Notice of Meeting later today.

Authorised for release by AI-Media's Board of Directors.

Further Information

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About AI-Media

Founded in Australia in 2003, technology company AI-Media is a global leader in live and recorded captioning, transcription and translation solutions. The company helps the world's leading broadcasters, enterprises and government agencies ensure high accuracy, secure and cost-effective captioning via its AI-powered LEXI automatic captioning solution. LEXI captions are delivered to millions of screens worldwide via AI-Media's range of captioning encoders and its iCap Cloud Network – the world's largest, most secure caption delivery network. Globally, AI-Media delivers over 10 million minutes of live and recorded media monthly. AI-Media (ASX: AIM) commenced trading on the ASX on 15 September 2020.