



ASX Announcement

1 December 2021

Whispir Limited

(ASX:WSP)

Whispir appoints second US-based Non-Executive Director and bolsters Executive Leadership Team

- Mr. Scott Tong is a highly qualified US-based tech executive who will help drive Whispir's North American growth strategy
- Ms. Chris Regan, Chief People Officer, has been promoted to the Executive Leadership Team as Whispir continues to expand its global workforce

Whispir Limited (Whispir or Company), a leading software-as-a-service (SaaS) communications workflow platform that automates interactions between organisations and people, has significantly strengthened its Board with the appointment of international industry specialist Scott Tong as a US-based Non-Executive Director, effective from 1 December 2021.

Whispir also elevates Chris Regan, Chief People Officer, to the Executive Leadership Team alongside CEO Jeromy Wells, COO Tobias Brix, and CFO Jenni Pilcher.

Strengthening the Board of Directors

Scott Tong is a highly accredited North American executive with more than 15 years of experience in the US technology sector, stemming from the start-up central, Silicon Valley and the greater Seattle area. Scott was previously a co-founder of If This Then That (IFTTT), followed by half a decade at Pinterest, as Head of Product Design for the social network. Leading with an entrepreneurial outlook, he joins Whispir after three years of start-up and design advisory at Designer Fund and IMO Ventures.

In consideration of Scott's uniquely comprehensive software and design skillset, Whispir anticipates his guidance as Non-Executive Director will develop innovative solutions and specialised products to enhance platform offerings for North America.

Commenting on the appointment, Whispir Chairman Brendan Fleiter said, "Scott's industry knowledge and his demonstrated scale-up success in the ultra-competitive US market will be a real asset for our business. This appointment complements our strategic focus on the North American market and our serious ambitions for growth in the region."

Whispir CEO Jeromy Wells added, "Scott's entrepreneurial attitude will contribute to accelerating Whispir's go-to-market velocity. His global expertise will be valuable as we increase the attractiveness of our product suite, and diversify channel partners to acquire new customers globally."

Scott Tong said, "I'm delighted to be joining the Board of Whispir. The automated communications sector continues to represent a significant market opportunity as brands strive for deeper and more meaningful customer engagement. Creating high touch points in a low touch world is increasingly necessary for the current environment. The platform and product that Whispir has created is already at enterprise scale and poised for expansion."

Strengthening the Executive Leadership Team

The Executive Leadership Team is expanding to meet the needs of Whispir's global expansion strategy and to sustain performance culture across its workforce.

Chris Regan is an experienced People and Culture leader with expertise in fast-growth businesses, SaaS, Technology, and Financial Services, such as Xero and Moula. She joined Whispir in July 2021 in the role of Chief People Officer and has since been promoted to the Executive Leadership Team.

In this context, Chris will ensure Whispir has the right capability in place to achieve its ambitions as a communications intelligence company.

Since commencing in the role the business has grown by more than 30%, with over 260 people across three regions.

Chris Regan said, "To successfully scale, you need to have the right talent and that starts with having the correct team in place to source, onboard, and nurture this talent. In the short time I have been at Whispir, we have invested heavily in the Talent Acquisition and People Team to support the expansion of our talent base by more than 20%."

Whispir is committed to a diverse and inclusive workforce, with a particular goal to have greater than 30% of women in leadership roles.

-ENDS-

Authorised by the Disclosure Committee

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About Whispir

Whispir is a global scale SaaS company, founded in 2001 to provide a communications workflow platform that automates interactions between organisations and people.

Our products enable organisations to improve their communications through automated workflows to ensure stakeholders receive accurate, timely, useful and actionable insights in a manner that is sensitive to individual contexts and preferences. Our customers use Whispir's software to create interactive, multi-party and omnichannel communications from templates, solving simple to complex communications workflow tasks. Whispir operates across three key regions of ANZ, Asia and North America.

More information www.whispir.com/coronavirus-au