

# SelfWealth Appoints New CEO and Restructures Board to Drive Next Phase of Growth

**Melbourne, Australia – 29th March 2021:** SelfWealth Ltd (ASX:SWF) (“SelfWealth” or “the Company”) is delighted to announce the appointment of Cath Whitaker as CEO of SelfWealth. Cath is a dynamic leader who has an impeccable record of driving digital transformation within organisations.

Cath has over 20 years’ experience in global financial services, most recently as the Global Leader of Digital Transformation at Marsh Inc, the world’s leading insurance broker and risk advisor. Cath was responsible for the development and implementation of Marsh’s global digital and data strategy for the Risk Management and Corporate divisions. Marsh is a wholly owned subsidiary of Marsh McLennan (NYSE: MMC), a global professional services firm with annual revenue over \$17 billion.

Cath is a strong digital leader with a proven track record of delivery, who has the skills and experience to lead SelfWealth through its next phase of growth. SelfWealth has had a very successful 24 months, generating exceptional growth across all key performance metrics. SelfWealth is committed to ongoing product innovation and embedding digital best practise throughout the organisation and the Board recognises the need for new leadership with global expertise in financial services technology in order to continue expanding as Australia’s leading low-cost, online trading platform.

Managing Director, Rob Edgley, said, “Our current team, together with founder and former CEO Andrew Ward, have done a fantastic job in building a fast-growing business with a trusted brand, an engaged community of traders and an innovative product offering. We are delighted to welcome Cath as the new CEO of SelfWealth. Her impressive track record in implementing global digital transformation programs is completely aligned with the growth strategy of SelfWealth.”

Cath Whitaker will commence her role as CEO of SelfWealth on 20 April 2021.

As part of an ongoing Board refresh, the Board has appointed Rob Edgley as Chairman of SelfWealth. Rob successfully led SelfWealth as CEO for the last 12 months and he has a thorough and recent understanding of the business and the dynamic market landscape.

Tony Lally, current Chairman, will remain on the Board as a Non-Executive Director.

Chairman, Tony Lally commented, “We are really proud of the strong growth trajectory of SelfWealth since the IPO listing and we are thrilled to have Cath lead the team and Rob transition into the Chair, to drive the next phase of our growth strategy.”

The Board would like to thank Tony for his wonderful contribution as Chairman of SelfWealth over the last three years and are pleased to retain his experience and wisdom as a Non-Executive Director.

**Investor Inquiries**

Rob Edgley, Managing Director  
shareholders@selfwealth.com.au

**Media Inquiries**

Jarrold Purchase, General Manager of Marketing  
jarrod.purchase@selfwealth.com.au

*Robert Edgley, Managing Director of SelfWealth Pty Ltd, has authorised the release of this announcement to the market.*

# Appendix

**SelfWealth Limited**

**Ms Catherine Whitaker**

**Summary of key terms of employment contract**

Position:	Chief Executive Officer:
Appointment:	26 March 2021 effective 20 April 2021, reporting to the Board.
Total Fixed Remuneration (TFR):	\$475,000 per annum comprising base salary and superannuation
Short Term Incentive (STI):	Ms Whitaker is eligible to participate in SelfWealth's Employee Short Term Incentive Program for a maximum amount in value equivalent to 50% of the base salary. The performance milestones to be achieved with respect to the STI will be set annually by the Board.
Long Term Incentive (LTI):	Ms Whitaker may be entitled to a long term incentive payment (LTIP), in the form of performance shares to be issued pursuant to the terms of the employers Performance Shares plan. The maximum LTIP is equivalent to 100% of the base salary.
Notice Period:	6 Months