



FOR IMMEDIATE RELEASE

13 November 2020

## Former Surf Life Saving Australia CEO Joins WhiteHawk Board Bringing Global Executive Management and Communications Expertise

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### Highlights

- **Melissa King joins WhiteHawk as Non-Executive Board Member November 13, 2020**
- **Currently the CEO at FIBA Women's Basketball World Cup 2022 Organising Committee, previously the CEO of Surf Life Saving Australia**
- **Currently an Independent Director at the United Nations Association of Australia (UNAA) since 2019 and previously Department of the Prime Minister and Cabinet APEC Australia 2007 Taskforce, Sponsorship and Business Relations Manager**
- **Significant global executive communication, relationship management and public relations experience across government, industry and not for profit**
- **Louise McElvogue, Non-Executive Board Member for almost 3 years, is retiring from the Board with effect November 13, 2020.**

**Perth, WA and Alexandria, VA** - WhiteHawk Limited (ASX:WHK) ("WhiteHawk" or "the Company"), the first global online cyber security exchange enabling small-to-medium businesses to take smart action against cybercrime, fraud and disruption, is pleased to announce Melissa King will join WhiteHawk as Non-Executive Board Member in November 2020.

Melissa King brings 20+ years global experience as a senior executive, including:

- Surf Life Saving Australia (SLSA), Chief Executive Officer, 2015 to 2018
- Department of the Prime Minister and Cabinet APEC Australia 2007 Taskforce, Sponsorship and Business Relations Manager
- Sydney Opera House, Group Manager Corporate Partnerships
- Currently United Nations Association of Australia (UNAA Independent Director)

A strategic, agile and innovative leader with extensive transformation, commercial and communications experience, Ms King currently leads the Organising Committee for the largest international women's basketball competition - FIBA Women's Basketball World Cup 2022. She was the first female Chief Executive of one of Australia's most iconic not for profit humanitarian organisations, Surf Life Saving Australia and was instrumental in navigating the organisation through a time of change and growth. Melissa has advised Boards and Government Agencies on strategy, governance and fundraising, and mentors emerging leaders.



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Ms King has an MBA in International Business and Marketing from University of New England, Australia and a Bachelor of Arts from Victoria University, Australia and is a graduate of the Australian Institute of Company Directors. In addition, Ms King has undertaken extensive professional development programs in Innovation (Stanford University Business School, USA), Cyber Security, Digital Transformation and Impact and Social Capital Investing in Australia and the USA.

It is intended that Ms King will be granted 1,000,000 performance rights under the Performance Rights Plan, subject to shareholder approval at the next Annual General Meeting. For every year of service to the Company, 200,000 performance rights will vest and convert into the equivalent number of shares, up to a period of 5 years from their date of issue.

Ms. King's extensive networks and experience will also open a channel for Whitehawk into the Australian and other markets globally, just as Cyber Risk and Security emerges as a key focus of the Australian government.

In August, the Australian Prime Minister, Scott Morrison, announced a \$1.35bn boost to cyber defences, comprising of an unprecedented cyber defence and intelligence warfare program with an army of 500 newly trained specialists tasked with protecting the country from attack and hunting down spies. WhiteHawk's AI based risk monitoring, analytics and Scorecards offer a scalable, affordable approach for all companies and organizations that don't have inhouse cyber security teams.

WhiteHawk is also announcing that our Non-Executive Board Member for almost 3 years, Louise McElvogue, is retiring from the Board with effect from November 13, 2020 . WhiteHawk is truly grateful for Louise's tireless dedication and valuable contributions to the company during her tenure and wishes her continued success.

Melissa King states, " I was first introduced to the WhiteHawk management team and their unique virtual and online business approach when WhiteHawk undertook a risk review of the cyber defences of Surf Life Saving Australia in 2017. I am keen to help WhiteHawk expand its reach and impact, with both business and government in Australia and globally."

WhiteHawk Executive Chair, Terry Roberts, commented "Now that our Product Lines are proven and ever advancing, I am especially looking forward to Melissa King joining our Board with her invaluable network, executive communication and engagement expertise across the Australian corporate and government sectors and globally. With Melissa's extensive work in managing and arranging government funding and corporate sponsorship of national and international organizations, she will be invaluable in advancing our engagement across Australia and globally."

-ENDS-

Authorised for release by Terry Roberts (Chief Executive Officer and Executive Chair).



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**About WhiteHawk**

Launched in 2016, WhiteHawk began as a cyber risk advisory service with a vision to develop the first online self-service, cyber security exchange, simplifying how companies and organizations discover, decide, and purchase cyber security solutions that directly mitigate their key cyber business risks. Today, we help US companies to connect to content, solutions, and service providers through evolving our rich data and user experience. WhiteHawk is a cloud-based cyber security exchange platform that delivers virtual consultations, Artificial Intelligence Cyber Risk Profile's that immediately match SME customers to tailored 'solutions on demand. The platform enables customers to leverage their tailored Security Story to find affordable and impactful cyber tools, content, and relevant services through our algorithms and expertise, to better understand how to improve and stay ahead of today's cyber threats. The Platform enables companies to fill their needs on an ongoing basis with demonstrated cost and time savings. For more information, visit [www.whitehawk.com](http://www.whitehawk.com).

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