

Appointment of Non-Executive Director

Crowd Media Holdings Limited (ASX: CM8 & FWB: CM3) ("Crowd" or "Company") is pleased to announce the appointment of Sytze Voulon as Non-Executive Director.

Sytze holds a Bsc degree in Marine Engineering from the Maritime Institute Willem Barentsz, Terschelling as well as a Bsc degree in Maritime Business Studies from Rotterdam University. He completed the Global Leadership Program of the Tuck School of Business, Dartmouth USA.

In 2018 he completed the Supervisory Board & Governance Advanced Program from the TIAS School for Business and Society at Tilburg University.

Sytze is from the Netherlands and an experienced executive who led international businesses across several industries and geographies, the most recent being the Chief Executive Officer for Synlab Analytics & Services. Synlab is Europe's number one medical diagnostic service provider.

The Analytics & Services division, with an annual revenue of approx. 200 million euro and operating 37 labs across 11 countries, is a leader in testing, inspection and certification services. It addresses the European Environmental, Food and Agri as well as the global Pharma and Products markets. He positioned the division for a PE buyout as an inorganic European consolidation platform that allowed for a tailored M&A strategy. Sytze successfully lead the DD and sales process and achieved "full enterprise value" on exit.

Sytze started his career at Mobil Oil and continued to work in senior management positions for renowned companies such as Rolls-Royce, Stork Technical Services, Imtech and Applus where he gained comprehensive experience in leading global service companies with a particular focus on turnaround processes and restructurings.

He currently offers his experience and skills as an independent Strategy and Management Consultant and assists start-up and scale-up businesses.

Crowd Media's Chairman, Steven Schapera, commented:

"Sytze has deep experience in a number of areas that are of particular interest to Crowd and we look forward to him strengthening the Board going forward".

ENDS

The announcement has been authorised for release to ASX by the Board of Directors.



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ABOUT CROWD MEDIA

Crowd Media is an eCommerce tech company developing artificial intelligence which will establish Conversational Commerce as the next frontier of influencer marketing to directly sell exemplary products and services integral to the lives of millennials.