

28 OCTOBER 2021

**BID appoints Michele Garra as Chief Executive Officer**

Bill Identity Limited (**ASX: BID**) (**BID** or the **Company**) is pleased to announce the appointment of Michele Garra as Chief Executive Officer (**CEO**), effective 29 November 2021.

Michele is an accomplished senior executive with broad experience building high growth businesses, developing markets for new technology, and leading both local and international public technology companies through digital transformation, turnaround and growth. Michele joins BID following previous roles as a senior executive at Telstra Corporation (ASX: TLS), Sony Pictures Home Entertainment (NYSE: SONY) and Optus (Singtel) (SGX: Z74).

**Michele Garra said:**

*"I am looking forward to working with the Board and the BID team to carve out the next stage of growth for this exciting company."*

*"In this critical era of ESG and the generational shift in triple bottom-line accountability I couldn't be more excited to join the team in bringing BID's platform solutions to the broader market, providing excellent service to our customers and accelerating growth in the user base."*

Most recently, Michele led Telstra's Broadband, Voice and Connected Services business (Revenue: >\$5bn), developing and executing a successful turnaround strategy to improve customer experience, enable enhanced digitisation, secure strategic partnerships and ensure broader organisational alignment. Prior to this, Michele was Managing Director of Sony Pictures Australia and New Zealand, successfully driving growth and sustained profitability whilst rolling out a range of new technologies and developing new retail channels. Michele also previously led Sony's global strategic transformation, delivering on a global shift in strategy to digital streaming.

**Peter Tonagh, BID's Chairman said:**

*"I am delighted to announce Michele's appointment as our new CEO. She has an exceptional track record as a strong, results-focused leader with extensive experience in developing and commercialising innovative technology solutions based on a deep focus on the customer. She brings experience as a senior executive in blue-chip corporations both locally and internationally."*

*"Michele's significant experience will be invaluable to BID moving forward."*

A summary of the material terms and conditions of Michele's employment is set out in Appendix A.

Authority: This announcement has been approved by the Chairman of BID.

**– ENDS –**

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## Appendix A – Summary of key terms of employment

Category	Detail
Salary	\$475,000 per annum including Superannuation.
Short Term Incentive	A cash payment up to 100% of Salary subject to meeting stretch KPIs set by the Board.
Options	5,000,000 Options with a 0.50c Exercise Price that have Vesting Conditions set by the Board that include agreed KPIs and ongoing tenure. The Options expire on the 4 <sup>th</sup> anniversary of their Issue Date.
Notice	Either party may terminate the employment arrangement on the provision of 6 months' written notice.

### About

Bid is an Australian-founded technology company with offices in Australia, the USA and the UK. Bid's cloud-based platform simplifies the complex energy spend management process by using automation, enabling organisations to have complete control over their energy spend. Unlike manual consulting and business services, the platform automates the management of almost every component of the process for multi-site companies. By automatically capturing and validating invoices and meter data, Bid clients can streamline their accounting and payments processes, go to market at short notice to optimise their supply contracts, and reduce billing charges using sophisticated analytics and reporting. Bid's innovative Robotic Process Automation ("RPA") platform gives small to large enterprises greater control over the full energy spend lifecycle, particularly where there is a national multi-site configuration. Further, under these agreements, Bid's RPA platform is utilised to automatically capture and validate invoices, automating the payable function, discovering cost reduction opportunities and providing real-time energy information and accurate financial capabilities at the touch of a button, as and when they need it. For more information, visit [www.billidentity.com](http://www.billidentity.com)