

ASX ANNOUNCEMENT

INVOCARE LIMITED (ASX:IVC)

Director Appointment – Mr. Kee Wong

The Board of Directors of InvoCare Limited (**InvoCare** or **the Company**) announces the appointment of Mr. Kee Wong as a Non-Executive Director effective 1 November 2021. Mr Wong's appointment comes after an extensive search and consideration of a number of highly qualified candidates.

Mr. Wong is an entrepreneur with a background and qualifications in Engineering, Information technology and Business. Kee has started several businesses and was the founder and Managing Director of e-Centric Innovations, a management and technology consulting company that provides strategic advice and systems integration services in e-business and IT for large enterprises and government in Australia, New Zealand, the United States and SE Asia. He has made investments across a number of industries which include technology, services, retail, food and beverage, trading and property. Prior to his career as an entrepreneur Mr. Wong's career included experience in IT and management consulting and he was a senior executive at IBM running part of its e-business group in the Asia Pacific region, including Australia and New Zealand.

InvoCare Chairman Mr. Bart Vogel said of Mr. Kee's appointment: "On behalf of the Board, I would like to welcome Kee to InvoCare. Kee's considerable experience across technology, product, business and board roles, coupled with his entrepreneurial spirit, will complement the Board's depth and diversity of knowledge and support InvoCare in driving long term, sustainable growth."

Mr. Wong is currently a Non-Executive Director of Carsales (ASX:CAR), the Australian Energy Market Operator and the Institute of Company Directors. Amongst previous Board positions, he was Chairman of the Australian Information Industry Association (AIIA), a Deputy Chairman of Asialink and a Director of LaunchVic. Mr Kee is Adjunct Professor of Engineering and IT at La Trobe University. He was awarded a Fellow of Monash University in 2010 and Distinguished Alumni in 2014. He has a Bachelor of Engineering (Hons.), a Graduate Diploma in Computing and an MBA.

Heidi Aldred
Company Secretary
1 November 2021

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The announcement has been authorised by the Board of InvoCare Limited

BACKGROUND

InvoCare, headquartered in Sydney, is a leading provider of funeral services in Australia, New Zealand and Singapore and operates private memorial parks and crematoria in Australia and New Zealand. It is also a leading provider of Pet Cremation services in Australia