

SelfWealth Ltd appoints new Chief Executive Officer

Melbourne, Australia – 19 October 2023: SelfWealth Ltd (ASX: SWF) (“SelfWealth” or “the Company”) today announced the appointment of Mr Craig Keary as its new Chief Executive Officer (CEO).

Craig is currently CEO and Principal Consultant of Wise Partnering and was previously Managing Director, Asia Pacific Region, AMP Capital. Prior to this, Craig also held senior management positions at Westpac, Commonwealth Bank and HSBC Bank Australia. In his time at HSBC Craig helped develop their online trading platform.

Chair of SelfWealth, Ms Christine Christian, said, "We are thrilled to have found someone of the calibre and experience of Craig. He joins the company at an important time, and after a comprehensive search, the Board was united in its view that Craig was the stand-out candidate for the role.

“Craig has broad experience in stockbroking, fintech platforms and, importantly, driving strategic growth. He has a track record of success in this in global markets and across different organisations.”

Craig Keary commented, “SelfWealth is a trusted leading challenger brand with an established, high-quality customer base. With the transformation of the business underway, I believe that my experience in the big banks and AMP Capital, as well as more recently, fintech businesses will enable me to drive the growth aspirations of the company.”

Mr Keary will commence in the role on 24 October 2023. The material terms of Mr Keary’s employment agreement are set out in Attachment A.

SelfWealth also announced that Mr Paul Cullinan, the Company’s Acting Chief Executive Officer, has been appointed Chief Commercial Officer.

Christine Christian commented: “On behalf of the Board, I would like to thank Paul for taking on the role of Acting CEO. We are delighted that Paul has agreed to continue with SelfWealth in a new and important role.

“With Craig and Paul, SelfWealth will have the leadership, industry experience and ability to accelerate the Company’s transformation program and drive continued growth.

“The Board’s focus has been on recruiting a leadership team to ensure SelfWealth is strategically and commercially positioned to take advantage of the growth opportunities in the market to maximise the Company’s value and deliver growing shareholder returns.”

The Company also announced that Mr Scott Farndell, Chief Financial Officer, has left the business effective 18 October 2023.

The Board of SelfWealth Limited has authorised the release of this announcement to the market.

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Attachment A

The material terms of Mr Keary's employment agreement are summarised below:

Position	Chief Executive Officer, reporting to the Board
Commencement date	24 October 2023
Total Fixed Remuneration (TFR)	\$450,000 per annum comprising base salary and superannuation
Short Term Incentive (STI)	Mr Keary 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)	Mr Keary may be entitled to a long term incentive payment (LTIP), in the form of performance options to be issued pursuant to the terms of the employers Performance Options plan. The maximum LTIP is equivalent to 20% of the base salary.
Notice Period:	6 months