



MARKET RELEASE

Xero Appoints Claire Bramley as Chief Financial Officer

Experienced global and listed technology company executive to join 1 April 2025

WELLINGTON, 13 February 2025 - Xero Limited (ASX: XRO) announces the appointment of Claire Bramley, as Xero's new Chief Financial Officer (CFO), effective 1 April 2025.

Claire brings to Xero a strong track record as a finance leader with extensive global technology and software experience as a CFO. She will join Xero from Teradata, a NYSE-listed global cloud database and analytics software provider, where she has been CFO since 2021. At Teradata, Claire was responsible for leading finance, information technology, security, strategy and transformation, enterprise risk, operations, investor relations and corporate development.

Prior to Teradata, Claire held multiple leadership roles at HP Inc (HP) for more than 14 years, most recently as Global Controller which included leading the Mergers, Acquisition and Divestitures Organisation. At HP, Claire played a pivotal role in shaping the company's financial strategy and led transformation initiatives. Claire also previously served as HP's Head of Finance for Europe, Middle East and Africa, a US \$17 billion business, and as Vice President, Head of Corporate Financial Planning and Analysis for all HP Global divisions.

Claire is also a board director of Ansys, a NASDAQ-listed global engineering simulation company, where she is a member of the Audit Committee. Claire is based in Northern California.

Xero CEO Sukhinder Singh Cassidy said: "I'm excited to welcome an executive of Claire's calibre to Xero, and look forward to her playing an integral role in our executive leadership team, as we continue to build a world class SaaS business. Claire's extensive, global technology experience, strong understanding of the scale and complexity of global business, and deep financial and transformation capability will contribute valuable capabilities as we continue to execute our FY25-27 strategy, *Winning on Purpose*. Claire is a purpose-driven, passionate global leader, and I look forward to her joining Xero."

Claire Bramley, incoming Xero CFO commented: "I'm thrilled to be appointed as CFO of Xero, a purpose-driven and customer-centric company with global reach and aspirations. Xero has a significant opportunity, and a clear and focused strategy. I'm excited to help the team realise Xero's huge potential. As an accountant I also understand the strong value Xero brings to accountants, bookkeepers and small business customers. I look forward to drawing on this experience to help drive even more value for Xero's customers, partners, people and shareholders."

Claire holds a BSc in Accounting and Financial Management from the University of Loughborough, Loughborough, UK. She is a Fellow and Chartered Accountant from The Chartered Institute of Management Accountants (CIMA).

As announced in September 2024, Xero's current CFO, Kirsty Godfrey-Billy, will remain in the CFO role until 31 March. Kirsty will then be available through the end of June 2025 to ensure a smooth transition.

Authorised for release to the ASX by Xero's CEO



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About Xero

[Xero](#) is a global small business platform with 4.2 million subscribers. Xero's smart tools help small businesses and their advisors to manage core accounting functions like tax and bank reconciliation, and complete other important small business tasks like payroll and payments. Xero's extensive ecosystem of connected apps and connections to banks and other financial institutions provide a range of solutions from within Xero's open platform to help small businesses run their business and manage their finances more efficiently.

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