

## **SiteMinder Appoints Kim Anderson as a Non-Executive Director**

**SYDNEY, AUSTRALIA** – [SiteMinder](#) Limited (ASX:SDR) today announces the appointment of Kim Anderson as an independent non-executive director of the Board, effective 20 April 2022. Kim will also act as Chair of SiteMinder’s People and Culture Committee.

With more than 30 years’ board and executive experience, Kim brings to SiteMinder expertise from a range of media and e-commerce companies. Kim is the former CEO and founder of Reading Room Inc (bookstr.com), CEO of Southern Star Entertainment, and has held senior executive positions at PBL and Ninemsn. She is currently a non-executive director of Carsales (ASX:CAR), Marley Spoon AG (ASX:MMM), Invocare Ltd (ASX:IVC) and Infomedia (ASX:IFM). She serves as Chair of the Remuneration, People and Culture Committee on all her boards.

Kim’s appointment is the latest appointment of an independent non-executive director at SiteMinder, following Jenny Macdonald and Pat O’Sullivan’s appointments in October last year, to further strengthen governance and bring additional diversity to SiteMinder’s Board.

Pat, SiteMinder Chair, says, “I am delighted to welcome Kim to the SiteMinder Board. Her leadership in some of Australia’s leading media and e-commerce companies will be invaluable to the team as we execute on our growth and product development priorities, and continue to cement our position as the world’s leading open hotel commerce platform”.

-ENDS-

### **About SiteMinder**

SiteMinder Limited (ASX:SDR) is the world’s leading open hotel commerce platform, ranked among technology pioneers for opening up every hotel’s access to online commerce. It’s this central role that has earned SiteMinder the trust of tens of thousands of hotels, across 150 countries, to sell, market, manage and grow their business. The global company, headquartered in Sydney with offices in Bangkok, Berlin, Dallas, Galway, London and Manila, generated more than 100 million reservations worth over US\$35 billion in revenue for hotels in the last year prior to the start of the pandemic. For more information, visit [siteminder.com](https://www.siteminder.com).

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