

Retirement of Michael Ford as a Non-Executive Director

SiteMinder Limited (ASX:SDR) (“SiteMinder”) today announces that Michael Ford (Mike) has retired from his position as a Non-Executive Director of SiteMinder, effective from the close of business on 14 February 2023.

Mike co-founded SiteMinder more than 15 years ago and, in his previous role as CEO, helped develop SiteMinder into a leading hotel software provider that today services 36,600 hoteliers spanning more than 150 countries. Mike handed over the position of CEO to Sankar Narayan in 2019 and remained on the Board through the company’s initial public offering in 2021.

Having seen the company achieve a return to pre-covid revenue growth levels of 30% during the last 12 months, Mike has decided to step down as a Non-Executive Director to pursue other interests. Mike will continue to lend his expertise to SiteMinder under the consultancy agreement signed on 3 May 2022, advising management as an industry expert on strategy and other key business functions.

Pat O’Sullivan, SiteMinder Chair, says: “As co-founder, Mike’s vision for accommodation technology helped shape the way the hotels use technology to transform their growth. Today, SiteMinder continues to execute on this vision at a global scale. I want to thank Mike for his leadership and founding contribution to this business, and I wish Mike all the very best for his future endeavours.”

Mike Ford says: “More than 15 years ago, we founded SiteMinder on the simple idea that hotels should be able to easily market and sell their rooms online. Today, SiteMinder’s technology continues to empower hoteliers all over the world. I couldn’t be prouder to have played a part in the many milestones which have led to the company becoming a global category leader. SiteMinder’s people have always been at the heart of our success, and I would like to extend a heartfelt thank you to the SiteMinder teams that I have had the pleasure of working with around the world, both past and present. It has been an absolute privilege to have been part of the SiteMinder journey and I look forward to watching its continued success in an industry that I believe has so much opportunity in front of it.”

SiteMinder’s Board, led by independent Chair Pat O’Sullivan, is well balanced between its two long-serving non-executive directors, who each have valuable corporate history to contribute, its CEO, Sankar Narayan, and its three relatively newer independent directors, who bring fresh ideas and perspectives shaped by their experience as entrepreneurs, sitting on other company boards and in senior executive roles.

This announcement was approved for release to ASX by SiteMinder’s Board of directors.

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About SiteMinder

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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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