

Les Szekely reduces SiteMinder shareholding, plans to retire from Board to support next generation of technology startups

SiteMinder Limited (ASX:SDR) has been informed by Les Szekely (Les), a Non-Executive Director of the SiteMinder Board and the company's first angel investor, of his decision to both reduce his shareholding in SiteMinder from 15.5 million shares to 1.5 million shares, and to retire from his position as a Non-Executive Director by the end of calendar year 2024. This decision was made by Les to allow him to refocus his time and resources towards his passion for technology startup opportunities.

Further details of Les' share transactions can be found in the Appendix 3Y lodged with the ASX on 2 October 2024.

"My 17-year journey as SiteMinder's angel investor and a Board member has brought me much satisfaction. I have witnessed the company transform from a two-person startup with great aspirations, to become an undisputed and irreplaceable global technology leader in the accommodation and travel industry. My decision to reduce my shareholding in SiteMinder and retire from my position as a Non-Executive Director of the company allows me to continue participating in the success of SiteMinder as a supportive shareholder, while also allowing me to refocus my attention on my life-long passion for growing up-and-coming technology startups – just as SiteMinder once was," says Les Szekely, Non-Executive Director.

"SiteMinder is at the beginning of an exciting growth journey as it pursues its mission of making sophisticated revenue management accessible to every hotel in the world via its Smart Platform strategy. I am excited for the company's prospects as it progresses its Smart Platform strategy, and I look forward to seeing the material impact it will have on an industry that is seeing a more urgent need for dynamic revenue management than ever before. The potential I see in SiteMinder has never been greater and so, as I have always done, I will remain close to the SiteMinder team and cheer on their success."

Pat O'Sullivan, SiteMinder's Chair, says: "Since the company's earliest days, Les has played an instrumental role in SiteMinder's success. His early vision as the company's first angel investor provided both the capital and guidance that continue to be the bedrock on which SiteMinder built its industry leadership. On behalf of SiteMinder's Board and management team, I thank Les for contributing his deep industry knowledge and business acumen over the years to develop SiteMinder into a leading global business. I wish Les all the best in his future endeavours supporting a new generation of technology leaders, who will benefit from his passion and experience, just as we have and continue to do so."

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This ASX announcement was authorised by SiteMinder's Board of Directors.

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About SiteMinder

SiteMinder Limited (ASX:SDR) is the name behind SiteMinder, the only software platform that unlocks the full revenue potential of hotels, and Little Hotelier, an all-in-one hotel management software that makes the lives of small accommodation providers easier. The global company is headquartered in Sydney with offices in Bangalore, Bangkok, Barcelona, Berlin, Dallas, Galway, London and Manila. Through its technology and the largest partner ecosystem in the global hotel industry, SiteMinder generates more than 120 million reservations worth over A\$75 billion in revenue for its hotel customers each year. For more information, visit [siteminder.com](https://www.siteminder.com).

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