

SiteMinder appoints Samantha Lawson as a Non-Executive Director

SiteMinder Limited (ASX:SDR) ("SiteMinder", "the Company" or "the Group"), today announces the appointment of Samantha Lawson as an independent non-executive director of the Board, effective 1 December 2025.

Samantha is a leading technology executive with expertise in artificial intelligence (AI), digital strategy, and product development. Samantha has held senior executive and board roles, including VP of AI and Digital at Optus where she notably led the introduction of Generative AI capabilities to enhance customer experience, sales conversion, and coding efficiency. Samantha's professional track record saw her recognised as the Digital Nation AI & Data Transformation Champion at the 2025 Digital Nation Awards, and as an honoree in the AFR's Women to Watch in 2025.

Prior to her role at Optus, Samantha was the Chief Operating Officer and Board Director at Oxford VR, a Non-Executive Director at Silicon Quantum Computing, General Manager of Strategy and Innovation at the Commonwealth Bank, a Director at Faethm, and worked for the Boston Consulting Group. Samantha received a bachelor's degree from the University of Sydney, and an MBA from INSEAD.

Pat O'Sullivan, SiteMinder Chair, says, "We are excited to welcome Samantha Lawson to the SiteMinder Board. Samantha's extensive experience with AI and emerging technologies will be a tremendous asset. Her insights will be instrumental as the team embraces AI and executes the Smart Platform strategy, bringing hoteliers the cutting-edge, data-driven revenue solutions they need to accelerate their business."

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

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About SiteMinder

SiteMinder Limited (ASX:SDR) is the software company 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 130 million reservations worth over A\$85 billion in revenue for its hotel customers each year. For more information, visit siteminder.com.

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