

25 July 2024

ActiveOps plc
("ActiveOps", the "Company" or the "Group")

Board Changes

ActiveOps plc (AIM: AOM), a leading provider of Decision Intelligence software for service operations today announces changes to the composition of its Board of Directors ("Board").

As announced on 5 December 2023, after 10 years on the Board, Sean Finnan will not be standing for re-election as Chair at the Company's forthcoming AGM, expected to be held on 26 September 2024. At that time, it is intended that Richard Jeffery, CEO and co-founder of ActiveOps, will transition to the role of Executive Chairman, leading the Board and maintaining leadership responsibility for the Finance and Risk functions of the Group. Also at that time, Hilary Wright, independent Non-Executive Director and Chair of the Remuneration Committee will assume the role of Senior Independent Director, while Mike McLaren will remain as an Independent Non-Executive Director and Chair of the Audit Committee.

To ensure an appropriate balance of independent directors and increase the Company's depth of US expertise, ActiveOps is pleased to announce the appointment of Bruce R Lee to the Board as an Independent Non-Executive Director with effect from 1 September 2024. Bruce brings strong technical leadership expertise from his career as a corporate CIO and deep familiarity with ActiveOps' target customers in US financial services and healthcare. His previous roles included senior leadership positions at the New York Stock Exchange, BNP Paribas, HSBC, Fannie Mae and Centene Healthcare. Bruce will chair the Nominations Committee and, reflecting this expertise and experience, will also chair a new Board committee responsible for the Group proposition and technologies.

ActiveOps Chair, Sean Finnan commented: *"It has been both a privilege and a pleasure to serve as ActiveOps' Chairman. I have great pride in how the Group has successfully established itself as a public company, consistently delivering on its commitments made at IPO. I feel extremely positive that this new Board structure has the expertise and responsibilities to guide the firm through its next stage of growth. I wish to thank my Board and company colleagues and the shareholders past and present for their ongoing support of our success."*

ActiveOps CEO, Richard Jeffery added: *"On behalf of ActiveOps' Board of Directors and all the staff, I would like to thank Sean for his contributions to the Group. ActiveOps was a very different company when Sean first joined and over the past 10 years he has been central to its success. As a non-executive Director and subsequently Chair, Sean has been an invaluable adviser to me and my team and we wish him all the very best. I am honoured to be taking on this role in September and excited to be welcoming Bruce to the Board, providing us with knowledge, experience and insight as we look to drive our growth rate and capitalise on the growing demand for AI-powered solutions to support service operations."*

Additional information

The following information is being disclosed pursuant to Rule 17 and paragraph (g) of Schedule 2 of the AIM Rules for Companies in relation to the appointment of Bruce R Lee to the Board.

Bruce Roger Lee, aged 59, has been a director or partner of the following companies or partnerships during the five years preceding the date of this announcement:

Current directorships:	Past directorships (last five years)
LeeBR Advisory LLC	None

Save as set out above there are no further disclosures required pursuant to Rule 17 or Schedule Two, paragraph (g) of the AIM Rules for Companies.

For more information, please contact:

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About ActiveOps

ActiveOps is Software as a Service business, dedicated to helping organisations create MORE value from their service operations. ActiveOps' Decision Intelligence software solutions are specifically designed to support leaders with the vast number of decisions they make daily in the name of running their operations. Our customers make better decisions and

consume less time and effort making them. The outcomes are significantly improved turnaround times and double-digit improvements in productivity with backlogs of work materially reduced. Customers also leverage the capacity created to invest in transformation and development, as well as to reduce levels of new recruitment.

The Company's AI-powered SaaS solutions are underpinned by 15+ years of operational data and its AOM methodology which is proven to drive cross department decision-making.

The Company has over 180 employees, serving a global customer base of enterprise customers from offices in the UK, Ireland, USA, Canada, Australia, India, and South Africa. The Group's customers are predominantly in the banking, insurance, healthcare administration and business process outsourcing (BPO) sectors, including Nationwide, TD Bank, Elevance and DXC Technology.

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