

18 March 2025

accesso® Technology Group plc

("accesso" or the "Group")

COO Appointment

accesso Technology Group plc (AIM: ACSO), the premier technology solutions provider for leisure, entertainment and cultural markets, today announces the appointment of Lee Cowie as its Chief Operating Officer.

Mr Cowie brings over 15 years of senior international executive experience to **accesso**, having held leadership positions at a range of relevant businesses in both the B2B and B2C sectors. Most recently he served as Group Head of Technology for Nando's, the restaurant group operating more than 1,200 restaurant locations across 30 countries. Prior to that he was Merlin Entertainments' Chief Technology Officer, providing technology leadership for over 125 visitor attractions in 28 countries serving more than 60 million visitors annually. He was also Global Head of Technology Delivery at Ericsson, where he successfully integrated operations across several global acquisitions. Throughout his career he has consistently focused on aligning technology strategies with business objectives, driving efficiency and building high-performing teams.

In his role at **accesso** Mr Cowie will be responsible for all Operations, Engineering, Product and Product Delivery. His appointment comes as the business looks to increase focus and synergy within its operations around high-growth industries and horizontals including Ski and Restaurant and Retail, and increase commercial impact as a result.

Steve Brown, accesso CEO, commented:

"We are thrilled to welcome Lee Cowie to our leadership team. His unique experience as a former client, combined with his deep expertise in the leisure sector, makes him an invaluable addition. Lee's passion for building high-performing teams and client-centric solutions, along with his focus on high-quality customer delivery, aligns perfectly with our vision for the future".

For further information, please contact:

accesso Technology Group plc
Steve Brown, Chief Executive Officer
Matthew Boyle, Chief Financial Officer

+44 (0)118 934 7400

Deutsche Numis (Nominated Adviser and Sole Broker)
Simon Willis, Joshua Hughes, Iqra Amin

+44 (0)20 7260 1000

DGA Group
Adam Davidson, Corbin Ellington

+44 (0)20 7550 9225

At **accesso**, we believe technology has the power to redefine the guest experience. Our patented and award-winning solutions drive increased revenue for attraction operators while improving the guest experience. Currently serving over 1,200 clients in 34 countries around the globe, accesso's solutions help our clients streamline operations, generate increased revenues, improve guest satisfaction and harness the power of data to facilitate business and marketing decisions.

accesso stands as the leading technology provider of choice for tomorrow's attractions, venues and institutions. To stay ahead, we invest heavily in research and development because our industries demand it, our clients benefit from it and it makes a positive impact on the guest experience. Our innovative technology solutions allow venues to increase the volume and range of on-site spending and to drive increased transaction-based revenue through cutting edge ticketing, point-of-sale, virtual queuing, distribution and experience management software.

Many of our team members have direct, hands-on experience working in the venues we serve. In this way, we are experienced operators who run a technology company serving attractions operators, versus a technology company that happens to serve the market. From our agile development team to our dedicated client service specialists, every team member knows that their passion, integrity, commitment, teamwork and innovation are what drive our success.

accesso is a public company, listed on AIM: a market operated by the London Stock Exchange. For more information, visit www.accesso.com.

Follow accesso on [X](#), [LinkedIn](#) and [Facebook](#)

RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRASFDFLWEISEFD