RNS Number: 7865H Zoo Digital Group PLC 08 May 2025

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# ZOO DIGITAL GROUP PLC ("ZOO", the "Group" or the "Company")

#### **Director Appointment**

ZOO Digital Group plc (AIM: ZOO), the localisation and digital media services partner to the global entertainment industry, is pleased to announce the appointment of Robert ("Rob") Pursell to the board of the Company as Chief Financial Officer on or before 8 August 2025.

Rob Pursell is a Chartered Accountant with extensive experience in senior financial leadership roles across the technology and retail sectors. He has held key positions in both private and publicly listed companies.

Rob most recently served as the Chief Financial Officer at NSC Group plc, a privately owned London-based multinational IT services provider with over 1,500 employees operating across more than 100 countries, generating annual revenues exceeding £120 million.

Rob holds a degree from The University of Sheffield and is a member of the Institute of Chartered Accountants in England and Wales (ICAEW).

As previously announced, Phillip Blundell will remain in post to oversee the FY25 results and ensure an orderly transition.

### Stuart Green, Chief Executive Officer of ZOO Digital, said:

"On behalf of the Board, I would like to welcome Rob to ZOO as our new Chief Financial Officer. Rob is an experienced and highly commercial finance leader who has managed across international technology and services companies. He joins as we have fundamentally right sized the business to focus on profitability and cash generation. I look forward to working with him as we capitalise on our market leading position to adapt to the evolving media entertainment industry."

The following additional information is provided in accordance with paragraph (g) of Schedule Two of the AIM Rules for Companies.

Mr Robert ("Rob") John Pursell (aged 52) is currently or has been a director of the following companies within the past five years:

- Koovs Plc

## **Current Directorships**

- Past Directorships (in the last five years)
- NSC Global Products Limited
- NSC Global LimitedNSC Group plc
- NSC Global Network Services Inc
- NSC Services (Malaysia) SDN BHD
- NSC Global Technology Services PTE LTD

Rob currently holds no direct interests in the Company's ordinary shares.

Rob was a director of Koovs Plc. Koovs Plc entered into administration on 10 December 2019, was moved from administration to dissolution on 17 December 2022 and dissolved following liquidation on 17 March 2023. Koovs Plc was an online fashion retailer in India trading in affordable Western fashion for Indian consumers.

Koovs Plc entered administration when a significant committed equity investment (circa £6.5 million) did not complete. Koovs Plc's secured creditor was managed by a security trustee, Capital Trust Company Limited (now Apex Corporate Trustees (UK) Limited). The secured creditor was owed £10.2 million plus interest and costs on commencement of the administration and suffered a shortfall of circa £7.3 million.

Preferential creditors and all other unsecured creditors have either been paid in full or were taken forward by the purchaser of the business and assets of Koovs Plc from the administrator. The purchaser was SKIG 3 Investments Limited, a company owned by Lord Waheed Alli, a former director, shareholder and secured note holder of Koovs Plc.

There is no further information to be disclosed pursuant to Schedule 2(g) of the AIM Rules for Companies.

The person responsible for arranging for the release of this announcement on behalf of ZOO is Stuart Green, Chief Executive Officer.

### For further information:

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**ZUO Digital Group pic**Stuart Green - Chief Executive Officer
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## About ZOO Digital Group plc:

ZOO Digital partners with major Hollywood studios and streaming services to tell their stories to audiences around the world.

The Group's localisation and digital media services allow customers to globalise content across different territories, languages and distribution platforms, extending its reach and profitability.

Deploying proprietary technology platforms and 12,000+ freelancers, ZOO offers end-to-end dubbing, subtitling and captioning, metadata creation and localisation, mastering, artwork creation and localisation, and media processing.

ZOO has frameworks in place with all major Hollywood studios and streaming services, helping them to capitalise on new opportunities in a fast-paced industry. Customers include Disney, NBCUniversal, Netflix and Paramount Global.

Founded in 2001, the Group has a global presence with dedicated hubs in Los Angeles, London, Dubai, Turkey, South Korea, India, Denmark, Spain, Italy and Germany as well as a development and production centre in Sheffield, UK

www.zoodigital.com

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