

12 December 2025

**Alfa Financial Software Holdings PLC**

**("Alfa" or the "Company")**

**Appointment of Independent Non-Executive Director**

Alfa Financial Software Holdings PLC ("Alfa" or the "Company"), the leading developer of mission-critical software for the asset finance industry, announces that Peter George will join the Board as an independent, Non-Executive Director on 1 January 2026.

Peter brings more than 40 years of experience in operational management, transformation and commercial leadership across financial services sectors, the motor industry and general engineering. His career includes senior executive positions at Textron, Xchanging and Accenture, where he most recently served as UK and Ireland Managing Director. Earlier in his career, he held several operational, design and management roles within the motor industry. Throughout his career he has acquired extensive international experience working globally within these industries.

Peter has extensive experience in leadership and stakeholder engagement. He currently serves as Trustee Chair for both Accenture UK pension schemes working closely with corporate sponsors, regulators and professional advisers. A consistent theme throughout his career has been leading through people and empowering individuals to perform at their best.

Upon joining the Board, Peter will join the Audit and Risk, Nomination and Remuneration Committees.

Commenting on the appointment, Andrew Page, Chairman of Alfa, said:

"On behalf of the Board, I look forward to welcoming Peter to Alfa. Peter's experience will be invaluable as we continue to extend our leading position in the asset finance software market".

There are no further disclosures required in respect of this appointment pursuant to paragraph 6.4.6R of the Financial Conduct Authority's UK Listing Rules.

**Enquiries**

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**Notes to Editors**

Alfa has been delivering software systems and services to the global asset and automotive finance industry since 1990. Our agile methodologies and specialised knowledge of asset and automotive finance enables the delivery of large software implementations and highly complex business change projects. With an excellent delivery track record now into its fourth decade, Alfa's experience and performance is unrivalled in the industry.

Alfa Systems, our class-leading technology platform, is at the heart of some of the world's largest asset and automotive finance companies. Alfa Systems supports both retail and corporate business for auto, equipment, wholesale and dealer finance on a multijurisdictional basis, including leases/loans, originations and servicing. A cloud-native, end-to-end solution with integrated workflow and automated processing using business rules. Alfa Systems provides compelling solutions to asset finance

companies.

Alfa Systems is currently live in 37 countries. Alfa has offices in Europe, Australasia and North America. For more information, visit [www.alfasystems.com](http://www.alfasystems.com).

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