8th December 2022

IXUP Strengthens Team to Drive Responsible Gaming Initiatives

HIGHLIGHTS

- Consultants Mick d'Ancona and Warren Steven to join Kevin Vonasek to drive IXUP's global responsible gaming initiative.
- Appointments follow good progress following presentations by IXUP to potential stakeholders at G2E Global Gaming Expo in Las Vegas in October.
- The team brings significant technology and product development experience, with a successful commercial track record in the global online gaming market.
- IXUP is targeting a significant US pilot in coming quarters that is intended to be the precursor to commercialization in CY23.

IXUP Limited ("**IXUP**" or "**the Company**") is pleased to announce the appointment of two additional experienced online gaming and wagering executives, consultants Mick d'Ancona and Warren Steven, who join existing consultant Kevin Vonasek to collectively spearhead IXUP's US responsible gaming initiatives.

IXUP considers that its core technology, the world leading fully encrypted secure data collaboration technology, has clear applications for the responsible gaming market ("RegTech"). The Company believes it has the potential to build a significant and enduring technology business in a rapidly growing market with a clear and immediate need for comprehensive and contemporary solutions.

The expansion of IXUP's global team is in response to several presentations and follow-up meetings showcasing IXUP's planned technology solution at G2E in Las Vegas in October. Following positive feedback, IXUP is now in discussions with several stakeholders regarding a US pilot program which is aimed to be conducted in the coming quarters.

IXUP Chairman Julian Babarczy commented on the appointments, "the strengthening of our global operational team is in direct response to the positive feedback received from potential stakeholders, who noted the unique and timely technology solution that IXUP is developing on the back of its core industry leading secure data collaboration technology. Both Mick and Warren provide significant product design and execution capabilities, having previous success in creating, developing, and then commercializing online gaming products in various global markets, including the US. We believe that our ability to attract such high-quality executives is a strong endorsement of the potential of IXUP's responsible gaming initiatives that is enabled through an application of IXUP's core secure data collaboration technology".

Overview of the Consultants Backgrounds and Experience

Mick d'Ancona has extensive experience in technology product development and operations, specialising in delivering large-scale transformation programs, commercial software, and operational services across the global online and retail gambling industry. Mick's previous roles included Chief Operating Officer and Acting Chief Technology Officer of KingMakers, Africa's leading sports and digital entertainment platform. Prior to KingMakers, Mick worked at multi-channel gaming company NYX Gaming which acquired global sports betting platform OpenBet and which was subsequently acquired by Scientific Games. Mick worked as Senior VP Engineering, Sportsbook and trading at SG Digital (a subsidiary of Scientific Games).

Warren Steven has 30 years' experience in digital entertainment, the last two decades being focused on the online gaming industry. Over this time Warren worked for European and US operators in multiple jurisdictions across multiple disciplines including executive leadership, commercial P&L, business operations, revenue operations, product management, acquisition marketing and compliance. In North America, Warren joined the leadership team at Golden Nugget Online Gaming (GNOG) to launch its operations in 2013 and delivered an award-winning brand to the US online gaming industry. Since launching in New Jersey, GNOG went on to launch its own live dealer studio (B2C/B2B), retail and online sports betting, and expand its operations into multiple US states. GNOG Inc. successfully went public in 2021 through a SPAC merger and was sold to DraftKings in May 2022.

This announcement has been approved for release by the Board of IXUP.

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For enquiries regarding this release please contact:

IXUP
Mr Julian Babarczy
Chairman
contact@ixup.com

About IXUP
IXUP Limited (ASX: IXU) (pronounced 'eyes up') is a pioneering technology company with a world class suite of software products that facilitate the secure sharing and analysis of sensitive information using advanced security technology. The Company's Secure Data Collaboration Suite of products represent is the missing 'key' to organisations 'unlocking' their information assets previously unable to be shared or commercialised due to concerns around privacy, cyber security, and compliance considerations. These data collaboration products are being commercialised at a crucial junction when the need to share and drive revenue from sensitive data and dormant data assets is becoming more important yet more difficult to achieve.

To learn more, please visit: www.ixup.com. IXUP's registered address is Tenancy 1004, Building 10 Sub base Platypus, 120 High Street North Sydney NSW 2060.