Swoop Holdings Limited
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ASX ANNOUNCEMENT

6 July 2026

Leadership Update

Swoop Holdings Limited (ASX: SWP) ("**Swoop**" or the "**Company**") today announces that Mr Alex West will step down as Group Chief Executive Officer effective 31 July 2026.

The Board of Swoop has appointed Tony Grist and Jonathan Pearce as interim executive directors, with Tony Grist serving as Chairman, and existing Chairman Paul Reid remaining as a non-executive director.

Experienced non-executive director and former general counsel Janine Rolfe recently joined the board.

After a period of board and executive changes, Swoop is now in a position to execute on its "focus, divest, grow" strategy announced late last year.

Swoop is emerging as a leading challenger brand for the provision of broadband and mobile services to consumer and small business, during a period of divestment of non-core assets.

In the meantime, the Board has commenced a search for a permanent CEO successor, with a focus on someone with core consumer experience and who can lead the Company through its next phase of growth.

Since his appointment in February 2020, Mr West oversaw the Company's ASX listing and a program of acquisitions that saw Swoop delivering data, mobile and voice services across wholesale, business and residential customers, built around its own fibre and fixed wireless infrastructure.

The Board thanks Mr West for his contribution and wishes him well in his future endeavours. A further announcement regarding the permanent leadership arrangements will be made in due course.

Mr Grist and Mr Pearce will each be paid $170,000 per annum, inclusive of any super, for their combined executive remuneration and directors fees. It is intended that the Executive Directors will participate in an Executive Incentive Scheme, which is currently being finalised and participation in which will be subject to shareholder approval. All other terms of services will remain unchanged.

<ENDS>

This announcement has been authorised for release by the Board of Swoop Holdings Limited.

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About Swoop

Swoop Holdings (ASX: SWP) is a national challenger telecommunications provider, connecting mobile and NBN services for residential, business and wholesale customers across Australia. Our dual brands, Swoop and Moose, offer competitive, tailored mobile plans alongside NBN broadband delivered over our national network delivering some of the industry's highest performing services. Focused on value, reliability and exceptional service, Swoop's ambition is to become Australia's best challenger internet and telecommunications provider.

Forward Looking Statements

This announcement contains forward-looking statements, which address a variety of subjects including, for example product development, marketing position and technical advances. Statements that are not historical facts, including statements about our beliefs, plans and expectations, are forward-looking statements. Such statements are based on our current expectations and information currently available to management and are subject to a number of factors and uncertainties, which could cause actual results to differ materially from those described in the forward-looking statements. The Company's management believes that these forward-looking statements are reasonable as and when made. However, you should not place undue reliance on any such forward-looking statements because such statements speak only as of the date when made. We do not undertake any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law or the ASX Listing Rules. In addition, forward-looking statements are subject to certain risks and uncertainties that could cause actual results, events, and developments to differ materially from our historical experience and our present expectations.