

## Appointment of Chief Executive Officer

Bridge SaaS Limited ACN 130 148 560 (**ASX: BGE or Bridge**) is pleased to advise the appointment of Bridge Chairman, Mr Richard Gordon as Chief Executive Officer (**CEO**). Mr. Gordon will take on the additional responsibility effective immediately.

Mr. Gordon brings over 30 years of senior leadership, process improvement and operational experience across a diverse range of industries, including wholesale distribution, energy solutions, and logistics. Throughout his career, he has demonstrated a proven ability to deliver business growth and maximise shareholder returns, enhance operational efficiency, manage large teams and implement technological innovation at scale in large organisations. In his prior roles he has extensive experience navigating complex regulatory environments and engaging in an effective manner with Government.

Mr. Gordon's strategic acumen and ability to foster high-performing teams are underpinned by his expertise in financial management, operations, and people development. His achievements in prior roles include:

- Overseeing system implementations to enhance operational efficiencies and data-driven decision-making.
- Leading large-scale project logistics operations and securing enterprise contracts.
- Implementing technological innovations and process improvements across organisations from planning phases through to rollouts.
- Successfully increasing customer retention rates by over 80% through the implementation of targeted engagement programs and deployment of innovative technology and solutions.
- Experience driving year-on-year customer growth exceeding 20% in conjunction with improving profitability (sustainable and profitable customer growth).

### Vision and Leadership for BGE

Looking ahead, Mr. Gordon will focus on driving organisational growth and improvement as CEO of Bridge through further development and expansion of Bridge's SaaS business lines into NDIS providers. The next step beyond Queensland shall be to embark on a national footprint, meaning Bridge to have a presence in NDIS providers nationwide (every state, city and regional areas). Central to this strategic objective shall be to grow the number of NDIS service providers and participants Bridge's software solutions are deployed to (via organic growth and acquisitions) in 2025 (per Mr Gordon's KPIs set out in **Annexure A**).

A key example of this strategic approach is Bridge's recent acquisition of a 51% interest in Brightside Disability Support & Respite Pty Ltd (**Brightside**).



This Brightside acquisition, announced to the market on 6 August 2024, demonstrates Bridge's commitment to leveraging targeted acquisitions (in conjunction with organic user growth) as a pathway to enhance market position of Bridge's software and broaden Bridge's service offerings by developing deeper learning of the full spectrum of disability care in Australia (from Government policy through to on-the-ground service delivery nationwide).

Bridge under Richard Gordon's visionary leadership shall seek to position itself at cutting edge of the rapidly advancing development of technology solutions for the disability care sector with significant innovation currently occurring globally, particularly in the United States, in the field of artificial intelligence (AI). In Australia, Bridge is positioning itself to lead the way for positive innovation in the NDIS sector by leveraging AI and humanoid robotics solutions to strengthen NDIS providers, increase the level of care and quality of life of NDIS participants and improve outcomes for the Federal Government of Australia (by leveraging this emerging technology to deliver cost savings in the ongoing management of the NDIS).

Richard during his time on the Board of Bridge has taken direct responsibility over the Brightside acquisition including process improvements Bridge has commenced deploying within Brightside which have already started to increase the efficiency and profitability of Brightside as announced to the market in Bridge's recent December Quarterly Activity Report. These improvements are continuing in the current quarter.

Commenting on his appointment and direct involvement to date in Brightside on behalf of Bridge, Mr. Gordon said: "During my time on the Board of Bridge, I have taken a direct interest in Bridge's acquisition and process improvement initiatives within the Brightside business. By Bridge demonstrating an ability to strengthen the operations and profitability of an NDIS provider such as Brightside we further validate our software service offering to the entire NDIS sector. Our long-term strategic goal is to leverage technology to improve the NDIS sector from the ground up. Stronger NDIS providers which operate more profitably and more efficiently are in a better position to deliver a higher quality of care to NDIS participants under their direct care. In my new role as CEO of Bridge, I look to develop deep engagement with the Federal Government of Australia to drive innovation across the NDIS sector through Bridge's software offerings and development of cutting-edge technologies across AI and humanoid robotics."

Commenting on Mr. Gordon's appointment, Joshua Quinn, Executive Director of Bridge, said: "We are delighted to welcome Richard Gordon as our new CEO. Richard's extensive leadership experience and track record of delivering business process improvement has been further demonstrated to the Board in the role he has played in the Brightside acquisition and integration into Bridge. The subsequent process improvements Richard has directly overseen in Brightside demonstrated to the Board his suitability for the position of Bridge CEO. Additionally, the Board has been particularly impressed with his deep understanding of the NDIS sector and strong relationships with various levels of Government. The Board is confident that under his stewardship, Bridge will continue to deliver exceptional value to its shareholders, the wider NDIS sector and the Government."

The material terms of Mr Gordon's appointment as Bridge's CEO are set out in Annexure A.

**This announcement was authorised for release by the Board of Bridge SaaS Limited.**

**For further information:**

Investor and Media Enquiries: [ir@Bridge.website](mailto:ir@Bridge.website)



#### About Bridge

Bridge provides Software-as-a-Service (SaaS) based Customer Relationship Management (CRM) and workflow solutions to the employment & NDIS industries. Bridge commenced operations in 2008 and has built an established, high-quality customer base within the Employment Services segment. The Bridge Software is a single platform that simplifies the unique data, compliance and documentary evidence requirements of major government-funded programs through a unified user interface. Bridge Software allows Providers to effectively manage large client caseloads and geographically distributed workforces, within a secure and compliance cloud-based platform. Bridge manages more than 1 million client records and is accredited for multiple Australian Government programs.

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**Annexure A**  
**Summary of Key Terms of Chief Executive Officer Appointment**

Term	Mr Gordon has been appointed to perform the services of Chief Executive Officer from 12 February 2025 ("Commencement Date").		
Services	Mr Gordon will represent the Company as Chief Executive Officer and perform those tasks usually required of a Chief Executive, this includes managing the Company's executive leadership, strategic vision and day-to-day operations.		
Remuneration	The Chief Executive Officer will receive a monthly fee of \$20,833.33 per month plus superannuation (\$250,000 per annum plus superannuation).		
	Subject to shareholder approval, it is proposed that Mr Gordon may earn up to 8 million options, each option entitling him to acquire one share in the Company, contingent upon achieving certain key performance indicators ("KPIs"). The KPIs for the issue of the additional 8 million options and the correlating indicative payment attributable to achievement of each KPI in the timeframe is indicated in the table below.		
	KPI Criteria	Achievement Timeframe	Indicative Incentive Payment
	Complete and deliver to the Board a detailed strategic review of the Company's current Employment Service (ES), Disability Employment Service (DES) National Disability Insurance Scheme (NDIS) business units including actionable recommendations for the Board to consider for the purpose of increasing the revenue and profitability of those business units.	60 days	500,000 options (exercise price \$0.08)
	Achieve three (3) consecutive months in which gross revenue (on an accruals accounting basis) of the ES and DES business units are, jointly between those business units at least \$166,667 per month.	12 months	1,000,000 options (exercise price \$0.08)
Successfully conclude the acquisition of at least four (4) companies or businesses (or some other transaction approved by the Board) in the NDIS service sector which:  1. complements the Company's existing NDIS business unit; and  2. collectively increases the Company's net profit after tax (NPAT) for its NDIS business unit by at least \$1 million above the Company's NPAT for that unit as stated in or derived	12 months	1,000,000 options (exercise price \$0.08)	

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	from in its financial accounts for the year ended 30 June 2024.		
	Achieve both of the following:  1. three (3) consecutive months in which gross revenue (on an accruals accounting basis) of the Company and its wholly owned subsidiaries ( <b>Group Companies</b> ) is, at least \$1,833,334 per month; and 2. for those same three (3) consecutive months, achieve gross revenue (on an accruals accounting basis) of the ES and DES business units of, at least \$166,667 per month.	12 months	1,000,000 options (exercise price \$0.08)
	Finalise and secure for the benefit of the Company a financially effective transaction or arrangement by which the Company may offer to customers of its NDIS business unit Humanoid Robots (being assistive technology devices that can help them with disabilities perform tasks that are difficult or unsafe to do on their own).	6 months	500,000 options (exercise price \$0.08)
	Achieve three (3) consecutive months in which gross revenue (on an accruals accounting basis) of the NDIS SaaS business unit is at least \$416,667 per month.	36 months	1,000,000 options (exercise price \$0.12)
	Achieve three (3) consecutive months in which gross revenue (on an accruals accounting basis) for the Group Companies is, at least \$4,166,667 per month.	24 months	1,000,000 options (exercise price \$0.10)
	Achieve three (3) consecutive months in which gross revenue (on an accruals accounting basis) for the Group Companies is, at least \$8,333,334 per month.	36 months	1,000,000 options (exercise price \$0.12)
	Deliver through BGE's internal development (or a technology sharing agreement approved by the Board with an established vendor) Artificial Intelligence ( <b>AI</b> ) solutions that are unique to BGE which can enhance the daily lives of NDIS participants and drive better outcomes for the Federal Government of Australia including applications across fraud	12 months	1,000,000 options (exercise price \$0.08)

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	reduction/prevention and wastage reduction.		
	The issue of any options, is subject to shareholder approval, including for the purposes of ASX Listing Rules 10. All options issued will expire three years from the date of issue.		
Other provisions	The contract also contains employment provisions including as to confidentiality, intellectual property and restraint.		

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