



FOR IMMEDIATE RELEASE, 12 February 2026

## **IKE appoints Rod Snodgrass, former Chief Strategy Officer & Chief Product Officer of Spark NZ and CEO of Spark Ventures, as non-executive director**

ikeGPS Group Limited (IKE) (NZX: IKE / ASX: IKE) today is pleased to announce the appointment of Rod Snodgrass as a non-executive director. Rod brings extensive experience in strategic business transformation, digital innovation, and telecommunications infrastructure, along with deep expertise in scaling technology businesses through his executive leadership roles at Telecom NZ/Spark and his work advising companies on growth and digital strategy.

Rod is a recognized leader in business transformation and growth strategy who has successfully guided organizations through market transitions, product innovation, and revenue expansion initiatives across the telecommunications and technology sectors.

Rod's professional background includes:

- Chief Strategy Officer at Telecom NZ/Spark, leading corporate strategy and strategic planning
- Chief Product Officer at Telecom NZ/Spark, overseeing product development and innovation across the telecommunications portfolio
- CEO of Spark Ventures, driving new business development and venture growth initiatives
- Founder and Principal of The Exponential Agency, a strategy and business transformation consultancy
- Rod currently has board directorships including at Forsyth Barr Group, SMX, The Energy Collective (Electric Kiwi), and Chairs Leaderbrand.

Rod is a Fellow Chartered Accountant and is also a member of the New Zealand Institute of Directors, and will immediately join IKE's Audit & Risk Committee.

### ***Comments on the News:***

Rod Snodgrass said "IKE is at an exciting inflection point as the utility and communications infrastructure markets increasingly adopt digital solutions and AI-enabled technologies. Having worked extensively in telecommunications infrastructure and strategic transformation, I understand both the market opportunity and the execution opportunities in scaling technology platforms across large enterprise customers. IKE's position in the North American utility market, combined with the company's strong long-term growth trajectory, presents a compelling opportunity to help drive the next phase of expansion. I'm delighted to join Glenn, Alex and the board at this pivotal time for the company."

Alex Knowles, IKE's LA-based Chair said "We are very pleased to welcome Rod to the IKE board. His experience leading strategy and product at one of Australasia's largest telecommunications companies, combined with his governance expertise and business transformation capability, brings precisely the skill set we need as IKE pursues its long-term growth ambitions. Rod's strategic mindset and understanding of infrastructure markets will be a tremendous asset as we continue to build on our strong multi-year growth and as we continue to expand our footprint across the North American utility and communications sector."

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## About ikeGPS

We're IKE, the PoleOS™ Company. IKE seeks to be the standard for collecting, analysing and managing pole and overhead asset information for electric utilities, communications companies, and their engineering service providers.

The IKE platform allows electric utilities, communications companies, and their engineering service providers, to increase speed, quality, and safety for the construction and maintenance of distribution assets.

The core revenue engine for IKE is driven by the number of enterprise customers subscribing to the IKE platform and the volume of assets (called Transactions) being processed through IKE's software.

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