



## ION Video Ltd (ASX:IOV)

# US Media Tech Leader Joins ION Advisory Board

**Melbourne, Australia, 20 May 2026:** ION Video Limited (**ION** or **the Company**) advises that technology and media industry executive Kelli Richards has agreed to join and becomes the first member of the Company's Advisory Board. The Company considers the appointment strategically important given Ms Richards' experience across the global technology and media sectors and the role the Advisory Board is intended to play in supporting the Company's commercial strategy. A summary of the material terms of the Advisory Board arrangements are detailed in Annexure A.

## Steve Jobs - Apple

**"Kelli has a knack for seeing possibilities others don't, and for seeing around corners as a visionary."**

View More on Kelli Richards Profile [Here](#)

## Kelli Richards - Advisory Board - ION Video

Kelli Richards is a former Apple executive mentored directly by Steve Jobs for over 30 years. Ms Richards is now President and Chief Connections Officer of a Silicon Valley-based advisory practice focused on media, technology and innovation businesses.

She works with growth-stage ventures and established enterprises alike, her network spans the highest levels of the global technology, media and entertainment industries, making her one of the most connected operators in Silicon Valley.

## Advisory Board Strategy

ION has recently established an Advisory Board to support the Company's commercialisation strategy as it engages with prospective enterprise customers, strategic partners and industry participants globally.

The Advisory Board is intended to provide:

- strategic guidance regarding industry positioning and commercial engagement;
- access to relevant industry networks and introductions; and
- sector-specific expertise relevant to ION's target markets.

ION considers industry relationships and domain expertise important as the Company continues to progress discussions with organisations operating across media, technology and enterprise infrastructure markets.

Ms Richards is the first member appointed to the Advisory Board.

ION Video Limited (ASX: IOV) ACN 149 796 332

## Advisory Board Framework

The Advisory Board is intended to operate as a strategic advisory body supporting the Company's management and Board. Advisory Board members are expected to provide strategic guidance, industry insights and commercial introductions relevant to their areas of expertise.

The Company intends to appoint additional advisory board members over time across selected industry verticals aligned with ION's commercial objectives.

Advisory Board members are not directors of the Company and do not have authority to act on behalf of the Company or participate in Board decision-making.

## Kelli Richards Statement

"As a visionary innovator myself, and the person responsible for launching Apple's earliest music and entertainment initiatives, I've always been at the forefront of the convergence of the media and tech worlds.

I have known Fin O'Hanlon for many years and have followed the evolution of the underlying technology that now forms the basis of ION's platform. In 2009, the market was too early to align with his vision, generative AI had not yet become the mass market force multiplier it has become just in the past few years. It's my personal view that this technology is a powerful tool and a gamechanger for media and tech firms.

I'm excited to join forces with ION to support them strategically, and with access to the calibre of visionary leaders in media and tech who will embrace and potentially implement the patents owned by ION - which will propel and advance the video world."

## Anthony Baker, CEO of ION Video, said:

"Kelli brings deep experience across the technology, media and entertainment sectors together with longstanding industry relationships developed over many years in Silicon Valley.

We are pleased to welcome her as the first member of ION's Advisory Board and look forward to working with her as we continue to progress the Company's commercial strategy."

**ENDS**

**Authorised for release by the Board of Directors**

## Annexure A – Summary of Material Terms of Advisory Board

ION Video Limited (Company) has entered into an Advisory Board Agreement with The All Access Group LLC, represented by Ms Kelli Richards (Advisor).

The Advisor has been appointed as a member of the Company's Advisory Board for an initial term of 12 months commencing 15 May 2026. Either party may terminate the agreement on 60 days' written notice.

The Advisory Board is a non-governance body established to provide strategic guidance to the Company. Advisory Board members are not directors of the Company and do not participate in Board decision-making.

### Scope of Services

The Advisor will provide strategic advisory services to the Company, including:

- contributing to product, commercial and strategic discussions;
- providing industry insight and expertise;
- participating in Advisory Board discussions; and
- where appropriate, facilitating introductions to relevant industry participants.

The Advisor is also expected to provide ongoing strategic input to the Company, including quarterly written updates regarding industry developments, opportunities and strategic positioning.

### Equity Incentives

Subject to Board approval, the Advisor will receive 202,224 unlisted options under the Company's incentive plan. The options:

- have a nil exercise price;
- vest 12 months from grant date, subject to continued engagement as an Advisor; and
- expire three years from the grant date.

Unvested options lapse upon cessation of the engagement unless otherwise determined by the Board.

The Company does not intend to pay cash retainers to Advisory Board members.

### Commercial Introduction Fee Framework

The Advisor may be entitled to a success-based fee where:

- the Advisor introduces a third party to the Company;
- the Company subsequently enters into a binding commercial agreement with that party; and
- the Board determined that the introduction was a material contributing factor.

The fee is calculated as 6% of net revenue actually received by the Company during the first 12 months of the relevant commercial agreement.

The framework does not apply to capital raising or investor introductions unless separately agreed in writing.

### Other Material Terms

The agreement contains customary provisions regarding:

- confidentiality;
- compliance with insider trading laws and the Company's securities trading policy;
- conflicts management; and
- intellectual property ownership.



**For more information, please contact:**

**ION Enquiries:**

- Anthony Baker - Chief Executive Officer
- Email: [investor.relations@ion.video](mailto:investor.relations@ion.video)
- Tel: +61 3 8672 7186

**About ION Video Limited**

ION Video Limited (ASX: IOV) is an infrastructure company that has developed patented technology to virtualise video at the file architecture level, transforming static files into programmable data. Protected by four foundational patents, ION's technology enables intelligent systems to access and compose with existing video content as programmable data, without transcoding.

**For additional information about ION, please visit [www.ion.video](http://www.ion.video)**

**Forward-Looking Statements**

*This announcement contains forward-looking statements regarding ION's technology, market positioning and strategic priorities. These statements are based on current expectations and are subject to risks and uncertainties. Actual results may differ materially from those expressed or implied in these statements. This announcement has been prepared in compliance with ASX Listing Rule 3.1 regarding continuous disclosure obligations.*

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