

31 March 2022: ASX RELEASE

Appointment of Dr Sarah Kelly OAM as Non-Executive Director

Sports, leisure and hospitality SaaS technology provider MSL Solutions Limited (ASX: MSL, “MSL” or “the Company”) is pleased to announce the appointment of Dr Sarah Kelly to the MSL Board as Non-Executive Director.

Dr Kelly has over 20 years of combined experience within the sports, marketing, law, education and waste management sectors, having served on a range of corporate, government and not-for-profit boards. Passionate about sports and its impacts on local, national and international communities, Sarah is an Associate Professor in Law and Marketing at the University of Queensland and an experienced commercial lawyer. She is globally known for her research, teaching and consulting in the sports field and is also leading a research hub at UQ in Trust, Ethics and Governance.

Sarah currently serves as a non-executive director on several boards, including as Deputy Chair of the Brisbane Lions AFL Football Club, Deputy Chair of Tourism and Events Qld, ASX-listed company Australian Family Lawyers and the Wandering Warriors.

She provides strategic mentorship to sports technology start-up companies and current projects are focussed upon esports, women’s sport, sponsorship strategy, sports integrity and mega event legacy. She is the Queensland Chapter Leader for the Minerva Network, a national social enterprise concerned with providing mentoring to professional sportswomen. In 2021, she was awarded an Order of Australia Medal for her services to sports administration and to tertiary education.

MSL Executive Chairman, Tony Toohey said:

“As MSL continues its growth and expansion phase, it’s appropriate to broaden and enhance the skills and expertise at Board level. We are extremely pleased to invite Dr Sarah Kelly, a highly experienced corporate leader and acknowledged academic, to join MSL as a Non-Executive Director.

Dr Kelly is already heavily involved in the sports tourism and event industries throughout Australia these skills align with MSL key target sectors”.

MSL’s 1st Half FY22 results, combined with a full schedule of contracted but not yet recognised revenues in 2H FY22, the full benefit of the OrderMate acquisition and balance sheet strength, creates a positive outlook for the full financial year and into FY23.

The Appendix 3X for Dr Kelly is attached to this announcement.

Approved for distribution by the Board of Directors of MSL Solutions Limited

For further information, please contact:

Patrick Howard (CEO) / David Marshall (CFO & COO)
MSL Solutions Limited
Phone: 1800 679 701 or +61 7 3512 3510 (outside Australia)
Email: investor@mslsolutions.com
Website: <https://www.mslsolutions.com/investors/>

About MSL Solutions Limited

MSL Solutions Limited (ASX: MSL) is a leading SaaS technology provider to the sports, leisure and hospitality sectors. We help some of the world's most iconic venues around the world - stadiums & arenas, pubs & member clubs, sporting associations, golf federations and more – to deliver outstanding customer experiences during every engagement.

MSL develops and delivers fully integrated and modular systems that connect customers to venues through mobile and contactless entry, ordering and payment solutions. We seamlessly connect front-of-house to back-office, offering an end-to-end guest engagement platform which provides actionable insights on key success metrics to venues of all sizes.

MSL Solutions has over 8,000 customers with offices in Australia, UK and Denmark. To discover more about MSL, please visit www.mslsolutions.com.

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	MSL Solutions Limited
ABN	96 120 815 778

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Sarah Jane Kelly
Date of appointment	31 March 2022

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
Nil.

+ See chapter 19 for defined terms.

Appendix 3X Initial Director's Interest Notice

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest	Number & class of Securities
Note: Provide details of the circumstances giving rise to the relevant interest.	

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	
Nature of interest	
Name of registered holder (if issued securities)	
No. and class of securities to which interest relates	

+ See chapter 19 for defined terms.