



Mad Paws Holdings Limited  
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Pyrmont, NSW, 2009

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**Mad Paws enhances digital skills with appointment of new board member**

*Former CMO of Afterpay, Ms Aristidopoulos appointed as Non-Executive Director*

Mad Paws Holdings Limited (**ASX:MPA**) (“**Mad Paws**” or the “**Company**”) is pleased to announce the appointment of Vicki Aristidopoulos as a non-executive director effective immediately.

Ms Aristidopoulos has spent more than 20 years in senior executive roles across a range of listed Australian companies bringing her significant experience in brand, customer growth and e-commerce.

Most recently Ms Aristidopoulos was the founding Chief Marketing Officer for Afterpay where she played a key role supporting the buy-now-pay-later provider through its hyper-growth phase. Prior to her time at Afterpay Ms Aristidopoulos also held senior executive roles at NewsCorp, Fairfax Media, CommSec and FOXTEL where she was recognised for her ability to deliver digital transformation programs to defend brands facing disruption while also designing customer experience strategies to fuel innovation and disruption.

Ms Aristidopoulos currently sits on the global advisory board of App-based travel insurance provider Freely, a Cover-More Zurich-owned digital venture, and is also an independent advisor to financial services firm Wilsons.

**Jan Pacas, Chairman of Mad Paws said:** *“I am delighted to welcome Vicki as a Director to our Board. Her extensive brand experience and keen understanding of customer ecosystems will help deepen the Board’s existing skills and expertise.”*

**Vicki commented on the appointment :** *“Mad Paws is an impressive fast growing digital marketplace and trusted brand serving the needs of a loyal community of pet owners and care providers. I’m excited to join the Board and support its talented management team led by Justus and Alexis to supercharge its growth and serve its growing community.”*

This announcement has been approved by the Board of Mad Paws Holdings Limited.

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