



OliveX Holdings Limited
211 McIlwraith Street
Princes Hill
Melbourne, VIC 3054 Victoria

ACN 631 675 986

Media Release

ANNOUNCEMENT 5 February 2025

Appointment of John Madden as Company Secretary Change of Registered Address

5 February 2025

About OliveX

OliveX is a digital health and fitness company delivering unique user experiences through fitness gamification, augmented reality, and play-to-earn experiences. The OliveX fitness metaverse provides platforms that enable real-world fitness to merge with the digital universe in order to engage consumers with brands, influencers, and coaches. OliveX is designed for those who exercise at home, at the gym, or outdoors in over 170 countries.

OliveX Holdings Limited (“OliveX” or “the Company”) is pleased to announce the appointment of Mr John Madden as Company Secretary, replacing Mr. Joel Ives, effective 3 February 2025.

Mr Madden has over 40 years’ experience with a proven track record encompassing administrative, acquisitions, business analysis, community consultation, corporate secretarial functions, feasibility studies, financing (including equity raising for listed and unlisted entities), IPO on AIM market, planning and strategic studies, accounting and taxation. These experiences were gained through positions held at a broad base of industries at corporate and operating levels. Mr Madden is a Fellow of CPA Australia (FCPA) and a Member of the Institute of Company Directors (MAICD). Mr Madden is currently Company Secretary for Animoca Brands Corporation Limited.

The Company extends its thanks to Mr. Joel Ives for his valuable contribution to the Company.

The Company advises a change to its registered office address to 211 McIlwraith Street, Princes Hill, Victoria.

This announcement has been authorised for release by the Board of OLX.

For further information, please contact:

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Restrictions on our Games, Fitness Metaverse, and \$DOSE

Restrictions due to compliance regulations for different jurisdictions apply. Residents from certain jurisdictions may not earn \$DOSE or participate in NFT sales and/or campaigns in our fitness metaverse. Additional restrictions may apply depending on the type of game or experience you are attempting to access.

