



ASX Announcement | 8 October 2021
Gefen International A.I. Limited

Appointment of Chief Financial Officer

8 October 2021: Tel Aviv, Israel: **Gefen International A.I. Limited** (“Gefen” or the “Company”) pleased to announce the appointment of Shlomi Gilad as the Company’s Chief Financial Officer (“CFO”), effective immediately.

Mr Gilad is a Chartered Accountant with over 15 years’ experience in leading finance, business development, M&A, strategic planning and business intelligence in insurance and consultant industries. Mr Gilad holds an MBA in Healthcare Innovation from Reichman University, a Master’s Degree in Statistics with a major in actuary and a Bachelor of Arts in Economics with a major in accounting from University of Haifa.

Mr Gilad replaces Mr Raanan Alergand who has been Chief Financial Officer in the lead up to and since the IPO. Mr Alergand will work through a transition period until November 2021. Gefen’s Board of Directors would like to take this opportunity to thank Mr Alergand for his contribution to the Company.



Mr Shlomi Gilad

Ends

This announcement has been authorised by the board of Gefen.

For further information, please contact:

Investor Enquiries

Nathan Barbarich

RM Corporate Finance

+61 8 6380 9200

nbarbarich@rmcf.com.au

Media Enquiries

Julia Maguire

The Capital Network

+61 02 8999 3699

julia@thecapitalnetwork.com.au

Gefen International A.I. Limited

30 Kalisher Tel Aviv

Jaffa 6525724 Israel

www.gefentechnologies.com





About Gefen Technologies

Gefen Technologies is the world's first platform provider that transforms agent-based networks into digital sales fleets.

Gefen's platform enables the fast transformation of existing agent networks at a large scale, empowering agents and the brands they represent to thrive in today's digital-first world. It is the only solution that enables the digital distribution of business strategy, tactics and processes through agents all the way to the last mile - the end customer.

Agent networks and global enterprises that have deployed Gefen's fully automated technology benefit from unique insights on their customers, compliance-at-scale and a more satisfied sales force. Agents become more efficient, productive and professional while also exceeding customer's omnichannel service and sales expectations. Gefen is already being used by some of the world's leading insurers and is currently expanding into new sectors and verticals.

With Gefen, any agent becomes a digital expert in an instant. Transform your agents into an entirely evolved digital distribution fleet - with unparalleled business results.

To learn more, please visit: www.gefentechnologies.com