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12 February 2021

Alex Fala appointed as Syft's CEO

Syft Technologies Limited (Syft) is excited to announce the appointment of Alex Fala as CEO, taking over from Acting CEO and Chairman, Al Monro.

Alex has a depth of leadership experience in some of New Zealand's most well-known growth and technology companies, most recently as CEO of global retail software company, Vend. Prior to Vend, Alex was an executive at Les Mills International, Orion Health, Trade Me and a consultant at McKinsey & Company.

"Alex was the standout in a high caliber field of global candidates that were attracted to the CEO role at Syft. His experience in leading high growth businesses was evident and the Board felt he would bring the strategic direction that was needed in the next stage of our business growth" said Mr Monro.

Mr Fala, a former Oxford University student and second Rhodes Scholar of Pacific Island descent, was attracted to Syft's market leading product and the impact it was having on the global stage. "Syft has the potential to be massively successful, one of the truly great Kiwi tech stories, and do a lot of good along the way. I'm excited to join the talented and hungry team, and help make that happen."

Syft has recently completed hiring of the Senior Leadership Team with a new VP of Product Development and global Sales VP's, and now with the addition of Alex, the Board is confident that Syft has the right expertise to execute our strategic plans as we head in to FY2022.

Alex will formally begin his role as CEO, effective 1 March, 2021.

Enquiries:

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About Syft

Syft Technologies Limited is a world leading provider of Selected Ion Flow Tube Mass Spectrometry (SIFT-MS) solutions. Revolutionizing the trace analysis world, Syft's instruments enable the rapid, targeted and comprehensive analysis of compounds in air to a parts-per-trillion level. Syft's technology is used in industries including energy, biomedical, automotive, environmental, consumer products, laboratory and research, security and air quality monitoring. Based in Christchurch, Syft trades on New Zealand's Unlisted Securities Exchange (USX:SYF). Further information is available at syft.com.