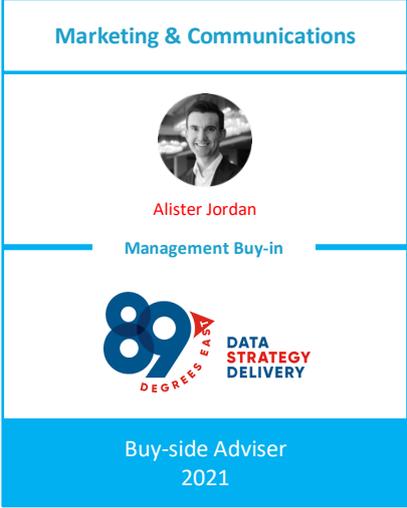


SCD Advisory supports 89 Degrees East's management buy-in

SCD Advisory, an independent Australian corporate advisory and M&A boutique dedicated professional services, is pleased to announce that it has advised Alister Jordan on his investment in 89 Degrees East



The graphic is a vertical rectangle with a blue border. At the top, it says "Marketing & Communications" in blue. Below that is a circular portrait of Alister Jordan with his name "Alister Jordan" in red text underneath. Underneath the portrait is the text "Management Buy-in" in blue. Below that is the 89 Degrees East logo, which consists of the number "89" in blue and red, with "DEGREES EAST" written vertically in red to its right, and "DATA STRATEGY DELIVERY" in red below it. At the bottom of the graphic, on a blue background, it says "Buy-side Adviser 2021" in white text.

Byron Bay - 29 March 2021

89 Degrees East is pleased to announce that Alister Jordan has become a 50 percent equity partner of the company and will continue as Chief Executive Officer.

With this investment and change in ownership structure 89 Degrees East is well positioned to accelerate growth through offering a strong alternative to the major consultancy firms.

Specialising in data, strategy and communications, 89 Degrees East has a team of 30 across Australia and a suite of clients ranging from ASX 200 companies, international organisations, Federal and State Governments, and the non for profit sector.

Prior to joining 89 Degrees East, Alister spent nearly a decade at Wesfarmers and Coles Group in a number of senior roles including, Chief Executive of Coles Express and Chief Executive of Coles

online. Prior to moving to the corporate sector, Alister spent nine years working in the Federal Parliament and between 2008 and 2010 he was Chief of Staff to Prime Minister Rudd. He is currently Chair of UK HR tech company howamigoing.

Alister Jordan commented: "The needs of companies and governments are changing rapidly, creating considerable market opportunity for agile firms with deep subject matter expertise and functional breadth that can partner to deliver successful outcomes. 89 Degrees East has built an impressive client base over the past decade and I look forward to working with the team to expand the customer offer."

Founder and co-owner of 89 Degrees East, Annie O'Rourke said: "From a one person show in the Bangalow Hills in 2009, 89 Degrees East has grown into a company with national reach and a capability to support our customers which I am really proud of. I'm really excited that this partnership provides us the opportunity to take the next big step, with the investment and leadership to grow our commercial offering."

Pierre Briand, the Managing Partner of SCD Advisory: "It was a pleasure to advise Alister on his personal and professional journey, we will help him to realise his ambitions adding to the great capabilities of 89 Degrees East, some new energy and initiatives. We wish him great success in this venture!"

Alister Jordan added on SCD Advisory's role: "Pierre and his team provide insightful strategic advice on navigating this part of Australia's consulting sector and I look forward to working with them in the future."