



## Aristocrat appoints Matthew Primmer as Chief Product Officer

**Sydney, 29 February 2024**

Aristocrat Leisure Ltd (ASX: ALL) today announced the appointment of Mr Matthew (Matt) Primmer to the position of Chief Product Officer, reporting directly to Aristocrat CEO & Managing Director Trevor Croker. Mr Primmer's appointment is effective immediately. He will join Aristocrat's Executive Steering Committee, and remain based at the company's offices in Las Vegas, Nevada.

Mr Primmer comes to the role with over 20 years' experience in the global gaming industry, including ten years at Aristocrat in a range of senior product strategy, insights and leadership roles in Australia and the United States. Mr Primmer has been Chief Product Officer at Aristocrat Gaming for four years, leading Design & Development (D&D) in Aristocrat's largest operating business, with casino game content and hardware comprising its most strategically important portfolios. Mr Primmer previously held marketing and sales roles at Ainsworth Game Technology and Shuffle Master. Mr Primmer holds a Bachelor of Commerce from the University of Wollongong.

Mr Croker said "I am delighted to elevate a global gaming executive of Matt's calibre to our leadership team. Over the past decade, Matt has made a strong contribution to building and extending Aristocrat Gaming's global product leadership, fostering our outstanding creative and technical talent, championing D&D and placing customer needs at the centre of our product strategy."

"Matt's appointment brings additional, proven gaming experience to the executive team. In his new role, Matt will help us maintain an enterprise view of product strategy as our business grows to encompass a broader range of product verticals, while also ensuring the most effective allocation of D&D investment" Mr Croker concluded.

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Aristocrat Leisure Limited (ASX: ALL) is a leading gaming content creation company powered by technology to deliver world-leading mobile and casino games which entertain millions of players across the globe, every day. An ASX20 listed company, headquartered in Sydney, Australia, it has three operating units in Aristocrat Gaming, Pixel United (encompassing the Product Madness, Plarium and Big Fish Games business units) and Anaxi (online RMG). Aristocrat has more than 7,400 employees in over 20 locations around the world, united by the common mission of Bringing Joy to Life Through the Power of Play. For more: [www.aristocrat.com](http://www.aristocrat.com).