

Aristocrat Announces New Executive Leadership Appointments for Technology and the EMEA region

Sydney, February 6

Aristocrat Leisure Limited (ASX: ALL) today announced two executive leadership appointments. Bob Serr has been appointed Chief Technology Officer, and Dafne Guisard has been appointed to the position of Chief Commercial Officer, EMEA.

Chief Technology Officer

Mr Serr has been appointed as Chief Technology Officer and will commence in February, subject to any regulatory approvals. Based in the United States, he brings deep expertise in AI, emerging technologies, and enterprise-scale innovation. He previously held senior leadership roles at Microsoft (Azure Communication Services & IC3), Amazon (where he worked on Alexa Skills Kit), and Double Down Interactive.

Chief Commercial Officer – EMEA

Ms Guisard joins Aristocrat in a newly created role to lead the company's growth and expansion across Europe, the Middle East, and Africa. Based in London, she brings more than 20 years of senior leadership experience across commercial growth, operations, and digital transformation in complex, regulated, multi-country environments.

Most recently, she was Chief Operations Officer at Entain, where she helped drive operating rigor and corporate strategy across multiple regulated markets. Prior to that, she was Chief Digital, Strategy and Operations Officer at The Kraft Heinz Company, where she helped shape the company's long term growth strategy, built new category verticals, and led a global digital transformation that improved agility and performance. She also spent nearly a decade at Anheuser Busch InBev in senior commercial and finance roles, including major acquisitions and integrations. Earlier in her career, she held senior roles at Goldman Sachs and Roland Berger.

In this newly created position, Ms Guisard will be responsible for driving the execution of Aristocrat's EMEA expansion strategy and strengthening Aristocrat's business across the region. She will begin in February, subject to any regulatory approvals.

Both Ms Guisard and Mr Serr will report directly to Aristocrat Group CEO & Managing Director, Trevor Croker, and will join the Executive Steering Committee. These appointments are subject to the receipt of any necessary regulatory approvals.

Aristocrat CEO & Managing Director, Trevor Croker, said: "I am delighted to welcome leaders of the calibre of Dafne and Bob. Both have proven track records in scaling businesses, driving transformation, and building high-performing teams. I look forward to their contribution.

"Dafne's commercial and operational leadership will be critical as we accelerate our European growth ambitions, while Bob's technology expertise will help us continue to advance innovation and execution at enterprise scale."

Further Information:

Elise Gare
Senior Vice President, Global Communications & Brand
Mobile: (61) 438 308 643
elise.gare@aristocrat.com

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