

29 November 2022

**Change of name to Optima Technology Group Limited**

**Bill Identity Limited (“the Company”) (ASX: BID) (“Bid” or “Company”)** advises that a special resolution has been passed by Shareholders at its Annual General Meeting (AGM) on 28 November 2022, approving the change of the Company’s name from Bill Identity Limited to **Optima Technology Group Limited**.

**Key highlights:**

- Bid’s change of name follows the Company’s recent market repositioning of its global go-to-market (“GTM”) brand from Bill Identity to Optima Technology Group in July 2022, appropriately positioning the Company to execute on its revised growth strategy to become the most accurate SaaS solution for Net Zero reporting.
- The company name change will take effect once the change of name has been approved by ASIC, shortly after which the Company will begin trading under the new ASX code **OPA**.

This name change follows the Company’s repositioning of its global GTM brand from Bill Identity to Optima Technology Group in July 2022. This branding change more appropriately positions the Company to execute its revised growth strategy, announced on 24 February 2022, to become the most accurate SaaS solution for Net Zero reporting. The repositioning leverages Optima UK’s already well-established and highly regarded brand, developed over 30+ years of operations.

The rebranding to Optima Technology Group enables a global alignment of the Company’s GTM messaging across Australia, the United Kingdom, and Europe to more appropriately service the sizable Net Zero reporting opportunity with a Total Addressable Market (TAM) of \$6.4 billion in those markets.

The Company will take the following steps are to be taken in order to implement the change of name:

Step	Description
Bid lodges change of name request with the Australian Securities and Investments Commission ( <b>ASIC</b> )	Bid will lodge a request to change the Company's name (ASIC Form 205) with ASIC today.
ASIC accepts request to change Bid's name and issues a certificate of registration for the new name ( <b>Certificate of Registration</b> )	<p>ASIC must approve the change to the Company's name before it can occur. ASIC has not provided an indication of how long it will take to review the request to change the Company's name, but Bid would expect that it would take no more than a few weeks.</p> <p>If ASIC does not approve the Company's new name, Bid would need to assess why the name was rejected and consider next steps at that time. The Company is not currently aware of any</p>

	reasons why ASIC would reject the change of name.
ASX changes the Company's ASX code from "BID" to "OPA"	As soon as the Certificate of Registration is received by the Company, the Company will send the Certificate of Registration to ASX. ASX will then implement the change of the Company's ASX code from BID to OPA within 2 to 3 Business Days.

Authority: This announcement has been approved by the Managing Director and Chief Executive Officer of Bid.

– ENDS –

### Contact

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## About

Optima Technology Group (the trading name of Bill Identity Limited) is a software technology company that offers accurate, automated and secure energy data management solutions focused on Net Zero reporting as well as Bill Management and Procurement Planning.

Optima Technology Group is an Australian-based SaaS company with offices in Australia, the United States, and the United Kingdom.

For more information about the company, please visit [www.optimizech.io](http://www.optimizech.io).