

5 March 2026

ASX Market Announcements Office  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## NEW OPERATING MODEL AND EXECUTIVE LEADERSHIP TEAM CHANGES

The Lottery Corporation Limited (**ASX:TLC**) today announces a new operating model designed to support the next stage of the Company's strategy and accelerate growth. This will result in changes to the composition and accountabilities of the Executive Leadership Team, effective from 1 July 2026 (subject to receipt of necessary regulatory approvals).

"We have a strong foundation and our strategy has served the Company well, but we can unlock more value. This new structure gives us the clarity and accountability to accelerate our evolution as a digital entertainment company, concentrate on local market growth and make faster, better decisions," said Managing Director & Chief Executive Officer, Wayne Pickup.

The Lottery Corporation will create three customer-facing business units: Lotteries, Digital and Keno, each with a distinct mandate and clear accountability to sharpen strategic focus, led by a Chief Operating Officer. They are:

- Callum Mulvihill will be appointed Chief Operating Officer – **Lotteries**. As the Lotteries product owner, this role will grow our core lotteries product portfolio, maximising performance across our retail network and digital wholesale partnerships.
- Loren Somerville will be appointed Chief Operating Officer – **Digital**. Digital's mandate is to drive digital lottery sales, deliver world-class app and web experiences, and explore new opportunities in adjacent lottery entertainment categories.
- Antony Moore will be appointed Chief Operating Officer – **Keno**. This brings together our venue-based and online Keno operations under a single leader. Its mandate is to grow Keno by improving the customer proposition, making it the game of choice in venues, expanding products and unlocking the online opportunity.

Supporting the three customer-facing business units will be three enterprise services units: **Financial & Corporate Services, Strategy** and **People & Brand**. The enterprise services units will provide governance, shared services and alignment across the enterprise, with the following Executive Leadership Team members:

- Adam Newman will remain Chief Financial Officer, with his role expanding to include accountability for Legal, Risk, Cyber and Technology services.
- Rob Ure will be appointed Chief Strategy Officer.
- Michelle Williams will be appointed Chief People and Brand Officer.

With these changes, the following executives will be leaving The Lottery Corporation:

- Andrew Shepherd, Chief Customer & Marketing Officer, will be leaving the Company effective 1 July 2026.
- Nicholas Allton, Chief Legal & Risk Officer and Company Secretary, will be leaving the Company effective 31 March 2026. Mr Allton will resign as Company Secretary of the Company with effect from 31 March 2026.



Mr Shepherd and Mr Allton have both made valuable contributions to The Lottery Corporation and been highly regarded members of the Executive Leadership Team. The Board and management thank them for their leadership, commitment and service to the Company.

Adam Newman will be appointed as the Company Secretary effective 31 March 2026 on a temporary basis, while the Company completes its ongoing recruitment process to appoint a permanent Company Secretary.

Kimberley Chan remains the person nominated under Listing Rule 12.6 for communication with the ASX with regard to Listing Rule matters.

The announcement was authorised for release by Wayne Pickup, Managing Director & Chief Executive Officer.

**For more information**

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