

17 February 2021

**The SimplyBiz Group plc
(the "Company" or "SimplyBiz")**

Board Changes

The SimplyBiz Group plc, the leading independent provider of fintech and support services to the UK's retail financial services sector, is pleased to announce that it has reached agreement with David Thompson to join the SimplyBiz Board as Chief Financial Officer (CFO) with effect from 1st April 2021.

David, aged 44, is a qualified chartered accountant with over 23 years' experience. Most recently, David has been the CFO at AIM-listed Smart Metering Systems (SMS) plc, after being promoted from Group and Divisional Finance Director in 2017. David has held a number of senior finance positions including roles at Energetics Utility Group, Johnston Carmichael LLP and PwC LLP.

SimplyBiz also announces that after 5 years with the Company, Gareth Hague, the Group Finance Director, will be leaving the company by mutual agreement. Gareth's resignation as Director of the Board takes effect from 31st March 2021.

From 1st April 2021, the Board will comprise Ken Davy (Non-Executive Chairman), Gary Hughes (Non-Executive Deputy Chairman), Neil Stevens (Joint CEO), Matt Timmins (Joint CEO), David Thompson (CFO), Imogen Joss and Tim Clarke (Non-Executive Directors).

Ken Davy, Non-Executive Chairman, commented: "We are delighted to welcome David Thompson to the business. His commercial acumen and strong ambition to drive value creation through our strategy will be a great asset as we take the business forward.

"On behalf of the Board, I would like to thank Gareth for his valued contribution to the Group over the past 5 years, with particular recognition to his role in supporting the business since our IPO in 2018 and the acquisition of Defaqto in 2019. We extend him every good wishes for the future"

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The SimplyBiz Group plc

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In accordance with Schedule 2(g) of the AIM Rules for Companies David Thompson (aged 44) holds, or has held in the past five years, the following directorships and partnerships:

Current Directorships

SMS plc* (including 48 subsidiaries)

Thompson Capital Investments Limited

Directorships held in last 5 years

Crail Meters Limited

**By the time of his appointment to the SimplyBiz Board on 1st April 2021, David will have resigned from his directorships of SMS plc and its subsidiaries.*

David holds no shares in the Company.

There is no further information on David Thompson required to be disclosed under Schedule Two, paragraph (g) of the AIM Rules for Companies.

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