

## **ASA Is Pleased To Announce The Appointment Of Two New Directors February 24, 2021**

The Australian Shareholders' Association is proud to announce that they are welcoming two new directors to its board: Lelde Smits and Michael Jackson.

Lelde Smits is an experienced finance journalist, awarded entrepreneur and advisor to ASX listed companies with more than 10 years of experience as a communications and governance professional. Following a successful career as a broadcast finance journalist in Australia, Lelde relocated to Wall Street to work as the New York foreign correspondent for Australian Financial Review's digital division and a markets reporter inside the New York Stock Exchange for an independent media company in New York.

Lelde co-founded Australia's premier investor and media relations consultancy The Capital Network. Under Lelde's leadership the growing team has serviced more than 150 listed companies and fund managers and has been recognised with industry awards. Lelde specialises in digital investor communications and has produced online investor video content which has been viewed over 1 million times. Lelde has dedicated her voluntary work to providing independent thought leadership and service to the investment community to foster economic empowerment.

Michael Jackson is an accomplished board member, with over 30 years' experience as a director, company secretary and corporate executive. After gaining a Bachelor of Laws at the University of Sydney, Michael forged a career as a C-suite executive in both developing and developed markets. He was the Chief Operating Officer at the Export Finance and Insurance Corporation, a role he held for 18 years. Michael then went on to lead a team of lawyers and contract managers at a global aerospace, space, transportation, defence and security group, Thales Australia. He is also a graduate of the Australian Institute of Company Directors.

Michael's experience includes setting strategy, managing risk and structuring, negotiation and implementing complex projects and contracts. He has experience in both the private sector and government, and is an experienced General Counsel and Company Secretary. Michael will be a great asset to ASA, not only because he is a keen investor, but also due to his experience in environments with complex stakeholder relationships and working with regulators.

Allan Goldin, Chairman of ASA, anticipates a positive outcome of the appointment of Lelde and Michael.

"These new additions will bring a wealth of experience and industry knowledge to the board at ASA."

"We look forward to making the most of the fresh insights and recommendations that Lelde and Michael will provide ASA as we continue to take the organisation to new audiences and platforms."

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Australian Shareholders' Association (ASA) is the only independent, member-funded, not-for-profit organisation that educates shareholders to become better investors and focuses on driving improvements in transparency and accountability of corporate behaviour in Australia.