
ASX RELEASE - IVE GROUP LIMITED (ASX: IGL)

IVE Group appoints Non-Executive Director as part of planned Board refresh.

SYDNEY, 25 February 2026

IVE Group is pleased to announce the appointment of Mr Mark Bayliss as an independent Non-Executive Director. Mr Bayliss' appointment will take effect on 1 March 2026.

Mark is a highly experienced senior executive with experience in a variety of C-suite roles across listed companies, private equity buyouts and turnarounds in Australia, New Zealand, UK and US. Mark's experience includes advertising and marketing services, media and publishing, retail, e-commerce, technology, manufacturing and logistics.

Mark was most recently Executive Chairman and CEO of ASX listed A2B Ltd, a leading personal transportation and technology provider. Previous ASX listed roles include executive Chairman of business technology group CSG Ltd, CEO of Grays eCommerce Group and CFO of Fairfax Media Ltd. Mark has extensive private equity experience and was one of the founding partners of Anchorage Capital Partners. He has a Bachelor of Science from the London School of Economics and is a chartered accountant.

IVE Group Chairman, James Todd, said: "The Board of IVE Group is delighted to welcome an individual of Mark's calibre as an independent Non-Executive Director. He brings deep and relevant experience in strategic, operational and financial leadership, both as an accomplished executive and as a Board member. He has a demonstrated track record of delivering business growth and value creation on behalf of major investors.

In the 2025 annual report, I noted that four directors (including myself) have been on the Board since IVE's ASX listing in 2015 and that the Board would be undertaking an effectiveness review with a view to a Board refresh. Mark's appointment is an important first step in this regard.

The Board engaged a recruitment firm to conduct the search and we look forward to Mark's undoubtedly valuable contribution."

Mark Bayliss said: "I am delighted to be joining the Board of IVE Group at an important stage in its development. IVE has established a leading position as an integrated marketing and print communications business combining creative, data, production and distribution capabilities to deliver measurable outcomes for its clients. I look forward to working with the Board and management team to support IVE's continued execution of its strategy for long term value creation for stakeholders."



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This announcement has been approved for release by the IVE Group Board.

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About IVE Group

Founded in 1921 and listed on the Australian Securities Exchange in December 2015 (ASX:IGL), IVE Group is Australia's largest diversified marketing company. Specialising in Creative & Content, CX & Data, eCommerce, Brand Activations, Merchandise, Uniforms & Apparel, Packaging, Print, Distribution and 3PL, we connect more than 2,800 clients with their customers every day. One partner. Infinite possibilities.

For more information – visit [IVE Group's website](http://ivegroup.com.au).