



XREALITY GROUP LIMITED

xReality Group Limited (ASX:XRG)

ACN 154 103 607

ASX Release

Sydney, Australia – 12 December 2025

Appointment of Chief Commercial Officer

xReality Group Ltd (ASX:XRG) (“XRG” or “the Company”) is pleased to announce the appointment of Mr Benjamin Smith as Chief Commercial Officer (CCO), effective 12 December 2025.

This newly created executive role strengthens XRG’s commercial leadership as the Company accelerates global expansion of its Operator XR law enforcement and defence training solutions.

Mr Smith is a highly accomplished commercial executive with 17+ years’ experience driving revenue growth, enterprise transformation, and major contract wins across the defence, aerospace, infrastructure, and technology sectors in Australia, the UK, Europe and Asia.

Prior to joining XRG, Mr Smith served as Director Business Winning at Thales Australia, where he designed enterprise-wide business development systems and pioneered AI-powered capture to improve operational efficiency, pipeline qualification and win rates. His commercial leadership has supported the delivery of multi-billion-dollar contract awards across complex, high-assurance environments.

Mr Smith brings deep capability across strategic revenue growth, IP licensing, complex contract negotiation, margin optimisation and commercial governance. He has held senior commercial and business development roles with Ventia, Broadspectrum, QinetiQ Group PLC, L3 Technologies and Babcock International Group, and previously served eight years with the Australian Government leading policy frameworks and major services outsourcing programs.

XRG CEO Wayne Jones said, “XRG is at an exciting time in our global expansion, as we uplift our commercial capability to scale rapidly. The establishment of the CCO role is an important step as we execute against plan, and Ben is the ideal fit. His track record in delivering major defence and government contracts, coupled with his advanced commercial systems thinking, will accelerate our scale-up in the U.S. and international markets. Ben understands how to build high-performance commercial engines that are faster, smarter and deeply data-driven. Ben’s appointment is well timed as Operator XR demand accelerates across law enforcement and defence agencies.”

Mr Smith will be responsible for leading XRG’s global commercial function, including enterprise sales strategy, capture systems, channel development, margin governance, and the optimisation of commercial processes across the expanding Operator XR portfolio.

His appointment supports XRG’s strategy to build a strong, scalable commercial organisation capable of capitalising on rapidly increasing market demand in the U.S., Australia, Asia and Europe, where law enforcement and defence agencies are shifting towards immersive, evidence-based training platforms.



XREALITY GROUP LIMITED

The Board considers Mr Smith's appointment an important enhancement to the senior leadership team and a key enabler of sustained revenue growth and commercial excellence.

Authorised for release by: The Board of xReality Group Limited

About xReality Group Limited (ACN: 154 103 607)

xReality Group Limited are leaders in enterprise software development for mission critical simulations for military and law enforcement. The company develops and operates physical and digital simulations. Portfolio companies include Indoor Skydiving facilities, Virtual Reality (VR) and Augmented Reality (AR) entertainment, training, and production.

Operator XR provides Military and Law Enforcement agencies with a unique, integrated Mission Planning & Rehearsal System, which is portable, secure and highly immersive. See operatorxr.com

The Company is listed on ASX on under the code XRG.

Investor & Media Enquiries

xReality Group Limited www.xrgroup.com.au, info@xrgroup.com.au

Company Secretary: Stephen Tofler, stofler@xrgroup.com.au

Chief Executive Officer: Wayne Jones, wjones@xrgroup.com.au