

23 February 2021

All Active Asset Capital Limited
(‘AAA’ or ‘the Company’)

Non-Executive Director appointment

Further to AAA’s announcement of 5 February 2021, the Company is pleased to announce the appointment of Colin McQuade to its Board as a Non-Executive Director with immediate effect.

Mr McQuade is a senior technology executive with over two decades of experience working for global blue-chip companies. He is currently Chief Technology Officer for BGL Group Limited, a financial services business specialising in home and vehicle insurance and owner of *comparethemarket.com*. Prior to this, he was Head of Change Technology at Barclays International, leading a global team responsible for delivering technology products and services across multiple areas including markets, investment banking, corporate banking and Barclaycard International.

Before Barclays, Mr McQuade spent ten years at Sky Group in London, where he held the position of Managing Director, Group TV and Digital Platforms. In addition, he has held senior executive positions at AOL, Orange Group and Yahoo! Europe. Prior to his career in business, Mr McQuade served for eleven years in the Army, within the Royal Corps of Signals, where he specialised in secure, strategic telecommunications systems.

Pursuant to the AIM Rules for Companies, the following information is disclosed in relation to Mr McQuade:

Colin John McQuade, aged 57, is, or has been during the last five years, a director or partner of the following companies and partnerships:

Current directorships or partnerships	Past directorships or partnerships
Atomicblock Limited	Groovely LLP
	Streaming Video Alliance, Inc

Mr McQuade does not hold any ordinary shares in the Company.

Under the terms of Mr McQuade’s letter of appointment and as part of his remuneration as a non-executive director, the Company has entered into a contractual commitment to grant to Mr McQuade options over 12,000,000 ordinary shares of AAA, with an exercise price of 15p per share, which represented a premium to the Company’s share price at the time that discussions between Mr McQuade and the Company commenced. The options will vest in three equal tranches, subject to the Company’s share price being at or above 50 pence per share, 55 pence per share and 60 pence per share for 30 days. Should the options be granted, they will have a seven year term. A further announcement will be made by AAA when the options are formally granted to Mr McQuade.

Rodger Sargent, Executive Director of AAA, commented: *"Colin’s vast knowledge and experience within some of the most successful technology companies of the last 20 years will be vital as, through its technology portfolio, AAA moves onto the next stage of its development."*

For further information:

All Active Asset Capital Limited

James Normand, Non-Executive Chairman

Rodger Sargent, Executive Director

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