

Change of Company Name

AUCKLAND, 14 August 2023 – Straker Translations (ASX: STG) is pleased to announce the Company has changed its name to Straker Ltd, effective 7 August 2023. Straker’s website address is now <https://www.straker.ai/>.

Initially focused on translations, the Company’s name change signifies the evolution of the Straker’s technology and its applicability to adjacent and fast-growing markets such as the verification of AI driven content. The name ensures the company is still known as Straker to clients, and keeps the association with our core business of translation and localisation but highlights the company’s focus on technology and AI driven solutions for clients.

The change of name will not affect the legal status of the Company or any of its assets or liabilities. Straker’s ASX code is unchanged.

Grant Straker, CEO and Co-Founder said: “The name change, whilst modest in scope is, nonetheless, symbolic. It is intended to signify to customers and investors the broadening utility of our technology to markets beyond our historic focus on translations. The requirement, for example, for verification of AI driven content is exploding and this represents potentially lucrative opportunities for Straker. It is also a shorter domain to type, making it easier for sales teams as they push our AI-driven PaaS offering”

Authorisation

This announcement has been authorised for release by the Board of Straker Limited.

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About Straker

Based in New Zealand Straker provides next generation language services supported by a state-of-the-art technology stack and robust AI layer to clients around the world. By combining the latest available technologies with linguistic expertise, Straker’s solutions are scalable, cost-effective, and accurate. Through technical innovation and data analytics, Straker is a proven partner in future-proofing global communications.

For more information visit: www.straker.ai

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