**ASX ANNOUNCEMENT**

29 September 2026

# Straker changes name to Arbitr to reflect its enterprise AI strategy

Straker Limited (ASX: SGT) (the 'Company') announces that it has changed its name to Arbitr Group Limited, taking the name of Arbitr, the Company's enterprise AI platform. The change reflects the company's evolution towards an AI Platform focused on trusted content and organisational context.

The change of name takes effect on 29 September 2026. The Company's securities will trade on ASX under the code 'AGT' from the commencement of trading on 29 September 2026.

## Background to the change

For more than 25 years, Straker has helped large organisations manage and deliver multilingual content accurately and at scale. That work has established long-standing relationships with enterprise customers

AI has changed the problem. AI has dramatically reduced the cost and time required to generate content, and the constraint has moved to the people who must confirm that content is accurate, on-brand, and safe to publish.

At its core, Arbitr provides a trust and intelligence layer, a governed organisational context layer that holds a company's approved terminology, brand and voice rules, prior decisions and reviewed corrections. Content across a global enterprise is checked against that context layer before it goes live, with human review where it matters.

## Commentary

David Sowerby, Co-CEO, said:

> *"For 25 years, customers trusted Straker to get their content right in every market they sell in. AI did not remove that need. It multiplied the volume and moved the risk to the moment content goes live.*
>
> "Arbitr represents where we believe the next phase of the Company sits — helping enterprises apply their own trusted context, rules and human judgement to AI-generated content at scale"

## Outlook

The Company is focused on scaling Arbitr within its established client base while targeting further global enterprise growth, leveraging its alliance with IBM. The Company has been an IBM technology partner since 2021 and has recently been upgraded to IBM Partner Plus Platinum status, the highest tier within IBM's Partner Plus program.

The designation reflects the Company's continued development of commercial solutions leveraging IBM technology and provides access to IBM's technical, go-to-market and co-sell ecosystem.

The Company intends to leverage its relationship with IBM to support the continued development and global commercialisation of Arbitr, alongside deployment across its established enterprise customer base.

## About Arbitr Group Limited

Arbitr is an enterprise AI platform that applies an organisation's approved knowledge, rules and policies to content before it is published. It automates what can progress and escalates consequential or higher-risk content for accountable human review, across any language.

For more information, visit https://www.arbitr.ai

## Authorisation

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

## Contacts

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