

LAKEBA GROUP MAKES THREE EXECUTIVE HIRES AS IT BOLSTERS ITS RANKS TO CAPITALISE ON THE FOURTH INDUSTRIAL REVOLUTION

COVID-19 accelerates the fourth industrial revolution, as companies forced into digital transformation and redefining yesterday's business models

Lakeba Group announces three new appointments to its executive leadership team, as the company continues to successfully conceive, create and commercialise technologies for the Fourth Industrial Revolution.

COVID-19 is accelerating the Fourth Industrial Revolution, with many businesses across the globe digitally transforming their operations and adopting new business models. To capitalise on these new opportunities, Lakeba Group has appointed three new executives.

Group Operating Officer to consolidate financial services ventures

Telly Desillas joins Lakeba as Group Chief Operating Officer. The appointment sees Desillas bring greater cohesion to Lakeba's ventures, identifying synergies between the ventures for short and long-term commercial success.

Desillas will focus on customer centricity and symbiotic value from some of Lakeba's most successful financial services ventures, including ezidox, Verimoto, BRICKLET and Ezifin. His focus will be on enriching Lakeba's financial services ecosystem to address the frustrations Millennials have with the existing financial services industry, including neobanks.

"The neobank sector is booming. The implementation of Open Banking will further accelerate competition. Neobanks are challenging the traditional banking industry by offering greater agility and mobile-oriented services at a lower cost to the consumer. But is it enough?" says Desillas.

The sudden impact of coronavirus on the world economy has put a spotlight on the 'Neobank' business model. According to Desillas, going forward, Neobanks' will have to fight even harder for deposits, given a protracted period of economic turbulence. Coupled with increasing costs of any kind, will see neobanks go back to investors asking for more money, which may no longer be on offer or only available at rates that challenge their operational model.

With over two decades of working in financial services, including AMP, ING and Macquarie Bank, Desillas will focus on meeting the demands of millennials.

"Lakeba is known in the market for its ability to Conceive, Create and Commercialise innovative technology-driven businesses. I've joined to integrate another 'C' - Consolidate. We have a tremendous opportunity to strengthen our market share and work towards achieving our winning aspiration – to provide the fintech services fit for the Fourth Industrial Revolution. By consolidating our ideas, platforms, products and operations, we will be ready to capitalise on the opportunities that present themselves post COVID-19," continues Desillas.

Group Chief Finance Officer to shore up commercialisation of ventures

Matt Haes has also joined Lakeba Group as Group Chief Financial Officer. The appointment of Haes ensures Lakeba's ventures are as robust commercially as they are technically. He will be instrumental in helping the group capitalise on growth and investment opportunities during this time.

"Lakeba Group has proven its ability to develop creative real-world solutions from its many ventures, by concentrating on financial services, data, code and payments for the Fourth Industrial Revolution. It's this rich tapestry of value that attracted me to the role, which is bound to keep me very busy as each venture capitalises on its potential," says Haes.

Haes brings over 16 years of financial leadership experience. Previously Haes was CFO and Company Secretary at HUB24, where he was instrumental in leading the development and commercialisation of the HUB24 platform business, turning it into an ASX200 company within seven years.

ntick8 launches as new CEO appointed

The third appointment is for Lakeba's latest venture ntick8, with Temogen Hield appointed as CEO. Hield's expertise in anti-theft, anti-counterfeit and anti-fraud technologies will help ntick8 protect small and medium businesses' intellectual property.

ntick8 has developed a unique NFC-powered sticker that protects and validates the authenticity of products. The affordable, effective and tamperproof sticker is attached to products or their casing. Utilising smartphones' native NFC technology, distributors, resellers or even customers can scan the sticker to bring up a web-app to confirm the authenticity of the product.

"ntick8 is an inspiring brand and one that has huge potential in supporting small businesses in their quest for growth. The ability to offer small businesses a simple, effective and secure way to provide product authentication will be a game-changer. It will help support small businesses, as they look to export their product while protecting their intellectual property. This will only increase innovation within the Australian market," says Hield.

Hield will be responsible for continuing to scale the ntick8 brand in Australia, utilising his experience and expertise in anti-theft, anti-fraud and anti-counterfeit technologies. Before ntick8, Hield was Chief Executive Officer of DataDot Technology and Chief Innovation Officer at EFTPOS Australia.

"Staying at the forefront of Industry 4.0 requires resolve, discipline and commercial tenacity. These are the characteristics of workhorses, rather than of fictitious one-horned ponies dancing around people's daydreams," says Giuseppe Porcelli, CEO at Lakeba Group.

"These three appointments are an investment for the future of Lakeba Group, driving the company forward by being durable and dependable even when the economy has gone to custard. Telly, Matt and Temogen will ensure Lakeba conceives, creates, commercialises and consolidates businesses that will continue to meet, support and exceed our customers' needs, now and into the future."

For more information, visit www.lakeba.com.

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