

ASX Release

29 July 2025



Founder Transition

ReadCloud Limited (ASX: RCL, "ReadCloud" or "the Company") advises that Lars Lindstrom has concluded his role as an executive of ReadCloud Ltd. Lars will maintain his directorship of the Company following his re-election in February 2025, and continue his contribution to ReadCloud as a non-executive director.

Lars brought the concept of ReadCloud to life in 2009, driven by his passion for technology, education, and a vision to revolutionise how digital content is delivered in schools. His forward-thinking concept of a cloud-based platform for eBooks and learning resources was ahead of its time and formed the foundation of what ReadCloud is today.

Following his tenure as CEO during which he established the VET-in-schools business, in 2023 Lars embraced a new challenge by taking on the role of leading international sales for eBooks. Under Lars' guidance, ReadCloud expanded its reach to several countries. ReadCloud is now positioned to have an impact on education globally.

Lars Lindstrom: "I am incredibly proud of ReadCloud, its people, and how far we've come since putting the idea of digital learning within reach of every school. It is a thrill to have laid the foundation of what ReadCloud has become today and I wish the entire team continued success."

Kevin Mackinley, Head of eBooks, now takes responsibility for International Sales of eBooks. Kevin has been with ReadCloud for 5 years and has overseen the uplift in retention of domestic eBooks customers to >90%, the onboarding of new publishers, and is well positioned to accelerate eBooks growth both in Australia and internationally.

ReadCloud thanks Lars for his efforts to date and looks forward to his continued contribution as a Director.

Investors & Media:

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About ReadCloud Limited

ReadCloud is a leading provider of eLearning software solutions and industry-based training.

ReadCloud's eReader platform creates an engaging and collaborative learning environment with seamless access to dynamic, interactive digital content from leading publishers. Teachers and students benefit from social annotations, media-rich embedding options, cross-platform compatibility, and an engaging text-to-speech feature available in 120 languages.



ReadCloudVET enables the delivery of 50 qualifications to 15,000 learners across three specialist Registered Training Organisations (RTOs) in Vocational Education and Training Delivered to Secondary School Students.

ReadCloud's strong connection to industry and career pathways extends to Southern Solutions Training Services, an RTO specialising in flexible and blended training models including delivery in a genuine workplace environment for qualifications in Early Childhood Education and Care, Business, Aged Care, Hospitality, Logistics and Real Estate.

This announcement is authorised for release to the market by the Board of Directors of ReadCloud Limited.