

## MEDIA RELEASE

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### **Uniden announces new executive general manager for Oceania**

Damon Gardner has recently taken on the role of executive general manager for Uniden Oceania, following his appointment by the Board of Uniden Corporation. In his role as Uniden management team lead, Damon will oversee the company's operations in the region, building on an extensive career in management across a range of global brands.

With a focus on growth in existing and new product categories, Gardner plans to steer Uniden's successful consumer technology centred business, supporting its market aspirations in 2025 and beyond.

Gardner is committed to transforming Uniden into a more dynamic and responsive organisation within today's fast-moving technology sector, focusing on enhancing customer service and support while also driving long-term value. "Uniden is such a trusted brand in Australia with many award-winning products. I'm looking forward to bolstering our product expertise with an even better customer and consumer experience.

"Together with the wider management team, we look forward to continually innovating and exciting the market with best-in-class products that resonate with consumers. We have already released some highly successful products across our dash cam, home security and baby monitor categories and we will share more news over time.

"While I'm a new face to some of our customers, I look forward to meeting with our key contacts in the industry over the coming months."

The Uniden local management team includes (image provided):

- Damon Gardner - Executive General Manager of Uniden Oceania
- Brad Hales - Head of Marketing for Uniden Oceania
- Adam Sharpe - National Sales Manager
- Hiromichi Tani - Finance Controller
- Justin Tong - National Product Development & Service Manager

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