



Market Release

10 June 2026

Leadership Update

Serko Limited (NZX & ASX: SKO) today announces leadership changes to accelerate execution of its strategy in a fast-moving and competitive environment.

Expansion of COO role

Since joining Serko in early 2025, Matthew Gerrie has made a significant contribution as Chief Operating Officer, driving strategy development and product innovation.

Matthew Gerrie will be responsible for day-to-day operational performance across Serko, working closely with the CEO on strategic priorities, effectively immediately. His responsibilities will cover all functions, including commercial, finance, people, technology and product.

Serko Chief Executive Officer and co-founder Darrin Grafton said: "The era of AI will reward the disruptors - those who can think boldly and execute relentlessly. Matt has the leadership and drive to execute our strategy at scale. Expanding his role allows me to focus on where the industry is heading, where Serko needs to be positioned, and the external relationships that will get us there."

Serko Chief Operating Officer Matthew Gerrie said: "The opportunity in front of Serko is compelling and the environment we are operating in is moving fast. AI is already changing our industry and we are well placed to lead that change. My focus will be on making sure we have the operational discipline and pace to turn that potential into results."

Matthew Gerrie brings substantial global travel technology experience to Serko. He joined Serko in 2025 following a decade at Booking Holdings and its subsidiary Booking.com. During this time he led major strategic initiatives for Booking Holdings and led customer insights at Booking.com, overseeing the data science, experimentation, research and customer metrics divisions.

Appointment of Chief Product Officer

Serko also announces the promotion of David Holyoke to Chief Product Officer and member of the Executive Team, effective immediately. Since joining Serko in 2024, David Holyoke has made his mark quickly, leading the development of Serko.ai, Serko's new multi-agentic AI solution, and driving the growth of Booking.com for Business. Based in the United States, David brings over 20 years of experience in the corporate travel industry, including senior leadership roles with Airbnb and Travel Leaders.

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Released on behalf of Serko Limited by Jason Hawthorne, General Counsel & Company Secretary

FURTHER INFORMATION

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