

New global CEO for next stage of Prezzy expansion

New York City, New York Feb 17, 2022 ([Issuewire.com](https://www.issuewire.com)) - Prezzy Chief Executive Officer (CEO) Tony Karp has today announced he will be stepping down from his role with the global eGift card platform. Former MasterCard Executive Jamie Samaha has been appointed by the Board as global CEO, to commence in mid-March 2022.

In his three years as CEO of Prezzy, Tony Karp has overseen the digital gift card merchant's rapid growth in Australia and its expansion into North America, the United Kingdom, and New Zealand.

Prezzy Chairman Shaun Bonett lauded Tony's tireless efforts in building Australia's fastest-growing eGift card company.

"Tony has been at the helm of the business during an extraordinarily successful time for Prezzy. Under his leadership, Prezzy has grown strongly in Australia and expanded into new markets," said Mr. Bonett.

Tony Karp joined Prezzy as its 10th employee. Today, Prezzy employs 200 staff globally with ambitions to double its workforce in the next 12 months.

"I haven't arrived at this decision lightly, but on balance, I know this is the right move for me and my family and the right time for a new leader to step into the CEO role," said Mr. Karp.

Mr. Bonett said the Board had been working through many weeks of discussion with Mr. Karp and have used this time to secure a new CEO. Jamie Samaha will step into the role following seven years with global technology company Mastercard.

"Our immediate focus is about ensuring a seamless transition so that we can maintain the strong momentum we're experiencing at home and abroad. Australian born and bred, Jamie Samaha brings significant international fin-tech experience to Prezzy.

As our global expansion accelerates, we anticipate an increased need for diverse, complex, multi-market teams. Jamie will be firmly focussed on taking the business to the next level and cementing our

status as the world's leading digital gifting platform," said Mr. Bonett.

Off the back of a COVID-induced eCommerce boom, Prezzy has experienced an unprecedented demand for its services around the world.

"For now, it's about acknowledging the tremendous contribution Tony has made to the business and the significant role he has played in fuelling our success," said Mr. Bonett.

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