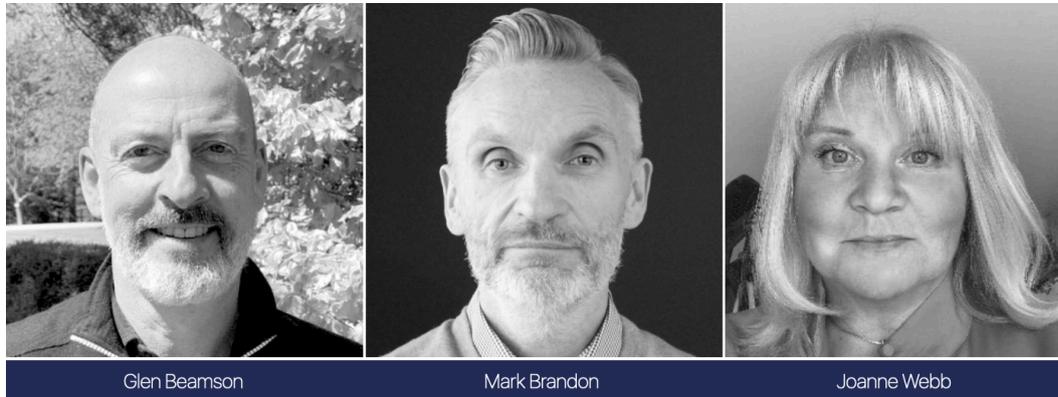




## Social media start-up, Lysta announces Advisory Board as business readies for significant growth



**LONDON – JULY 20, 2021** – Social media start up, Lysta announced today that it has formed an advisory board of leaders in the fields of technology, media, advertising, content and marketing in support of its journey to build a leading social media business.

Joining the Advisory Board are Glen Beamson - former CTO of the Abu Dhabi Investment Authority and CIO of Standard Bank, Mark Brandon - former CDO of MCN (Foxtel) Australia and Commercial Director of Virgin Media, and Joanne Webb – founder of The Girls Club (a network of 600 Director & C-Suite women) and former executive at Disney, Dreamworks and Universal.

The Advisory board will work with Lysta’s founders – Jason Froggett (CEO), David Caswell (Chair), Jonathon Todd (CDO), and David Lane (CTO) – providing counsel and advice on the business’ strategic priorities anchored in content, user experience, influencer marketing, advertising and social commerce.

Jason Froggett, co-founder and CEO of Lysta, said:

“We are thrilled to be announcing our Advisory Board, made up of prominent experts in the field of technology, media, advertising, content and marketing. Bringing external thinking into the business is critical for us if we are to make a difference. This is an important milestone for Lysta, the first of many. Now, it’s about accelerating the business on its journey to disrupt the social media landscape and take people’s passion for making recommendations to an exciting, shareable level, in the way that Instagram advanced image sharing and Pinterest has pioneered visual discovery.”

Lysta has also announced that Glen Beamson has been appointed as a Non-Executive Director.

"I'm delighted to have been asked to join the business as Non-Executive Director and to sit on the Advisory Board and support its strategic planning and execution in the social media marketplace," said Beamson. "Lysta is the next generation of thematic social media platforms and the team has the expertise and experience to make it a big success, plus, I think it'll be huge fun along the way."

- Ends -

### About Lysta

Founded in 2020, Lysta makes compilation and discovery through lists easy, fun and sociable. With Lysta, you can create lysts of absolutely anything and everything. Lysta’s mission is to inspire people across the world to compile, discover, discuss and share their ideas, opinions and recommendations on the things that matter to them most.

For more information visit: [www.lysta.co](http://www.lysta.co)

