



Greenidge Generation Appoints New Chief Financial Officer

Robert Loughran Appointed Chief Financial Officer Effective January 1, 2022

Timothy Rainey Appointed Treasurer

DRESDEN, N.Y. – November 15, 2021 – Greenidge Generation Holdings Inc. (NASDAQ: **GGG**) announced the appointment of Robert Loughran as Chief Financial Officer, effective January 1, 2022. Mr. Loughran will succeed Timothy Rainey, who will remain with Greenidge as Treasurer of Greenidge and CFO of the New York.

Mr. Loughran joined Greenidge as Chief Accounting Officer in June 2021. Prior to Greenidge, he spent 30 years leading high-performing accounting and finance teams. His last two roles were with publicly traded companies Tronox Holdings PLC and Avon Products, Inc. Mr. Loughran began his accounting career at PricewaterhouseCoopers LLP.

Bob has a