

## **APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR**

The company announces the appointment of KAREN BYCROFT to the board of directors as an Independent Non-executive Director.

Chairman of directors, Warren Bell, said “we are particularly pleased to have Karen join the board. She has a very deep understanding of the retail fashion market in both Australia and on a global stage and is well placed to make a very positive contribution.”

Karen is a Melbourne based retail consultant and executive coach who brings a deep and practical understanding of retailing with 20 years of corporate experience gained within a number of organisations in the UK and Australia. She is passionate about helping retailers to be more effective in Strategy, Marketing, Branding, Customer Engagement and Leadership.

She has held senior leadership roles in a number of high profile UK brands including Interim Director of Marketing at Marks and Spencer, Marketing Director at Adams Childrenswear, Head of Marketing at Woolworths, and Marketing Manager at Sears Menswear. She has worked as a Retail Consultant and Executive Coach with Myer, Country Road, Freedom Furniture, BP Retail, IKEA and Kikki K focussing on Strategy and Career Development.

Karen is currently an external board advisor for The Spotlight Retail Group in Australia.

Karen combines her retail business knowledge with considerable experience in education. She has lectured in Retailing at Oxford Brookes Business School (UK), developed customised executive education programs for Myer and Freedom Furniture at Monash University, and facilitated on the Australian Retailers Association Diploma in Retailing.

Karen is also an Associate at Melbourne Business School where she facilitates and coaches on Leadership Programs and the Executive MBA.

Karen has a Bachelor of Science and a Postgraduate Diploma in Marketing (Northumbria University, UK).

### Further Information

Warren Bell  
Chairman of Directors  
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