

ASX RELEASE

**Appointment of new Chief Operating Officer  
& Group Chief Financial Officer**



**COLLINS FOODS LIMITED**

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**Monday, 17 December 2012:** Collins Foods Limited (ASX: CKF) is pleased to announce the appointment of Graham Maxwell as Chief Operating Officer & Group Chief Financial Officer (COO & Group CFO), effective 4 February 2013.

Graham is an experienced senior executive of corporate and franchise businesses, predominantly in FMCG and fast foods, both in Australia and internationally. He is a commercially astute management professional with proven success in leveraging and growing businesses through their brands.

Graham was most recently Director – International, Ingredients and Private Label at SPC Ardmona (a division of Coca-Cola Amatil) where he successfully repositioned its growth strategy and lowered its cost structure. Prior to this Graham led the SPC Ardmona company-wide transformation programme generating significant value to the bottom line.

Other roles include Managing Director of Quirks Australia (a division of Coca-Cola Amatil), and various roles with Yum! Brands in Australia and offshore, including Managing Director of YRI South Africa, which comprised 440 KFC and 3 Pizza Hut restaurants. Under Graham's leadership, YRI South Africa generated significant sales and operating profit growth achieved through implementing a range of strategic and operational initiatives.

Commenting on his appointment as COO & Group CFO, Graham said "Having been involved in the transformation and growth of branded FMCG and fast food businesses globally, including KFC South Africa, I am delighted to be able to join Collins Foods' senior executive team in this stage of its evolution."

Commenting on Graham's appointment, Collins Foods' Managing Director & CEO Kevin Perkins said "The Board is delighted that Graham has accepted the role of COO & Group CFO. With the strong and experienced finance team Collins Foods' has in place, Graham's extensive operational background and industry experience will complement well the senior executive and finance teams' existing skill sets as we continue to execute our strategy to return the company to earnings growth."

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**About us**

Collins Foods Limited (ASX: CKF) operates 122 KFC restaurants (120 in Queensland and 2 in New South Wales) and 27 Sizzler company owned restaurants throughout Queensland, New South Wales and Western Australia. In addition, the Company has 55 franchised Sizzler restaurants around Asia.

The Company seeks continuous improvement in all areas of its operations and work towards the following mission: "Establish Collins Foods as a leading restaurant holding company, which operates premier brands where people love to eat and are proud to work."

For further information please visit [www.collinsfg.com.au](http://www.collinsfg.com.au)