

ASX ANNOUNCEMENT

Tuesday 14, September 2021

Changes to Macpac executive leadership

Super Retail Group (ASX:SUL) today announced a planned transition in the executive leadership of the Macpac outdoor adventure retail business, with Alex Brandon leaving his role as Macpac Chief Executive Officer.

Experienced retail executive Cathy Seaholme, currently General Manager Retail Operations at Priceline Pharmacy and the former General Manager of The Body Shop's Australian operations will lead Macpac and join the Super Retail Group Leadership team, with effect from 25 October 2021.

Mr Brandon was appointed as Macpac's Chief Executive Officer in 2012 and continued in the role after Super Retail Group acquired the business in 2018.

Super Retail Group Managing Director and Chief Executive Officer Anthony Heraghty said "During nearly a decade leading Macpac, Alex has overseen its evolution from a small wholesale business to one of the most recognisable outdoor adventure brands in our region. Following the successful integration of Macpac into Super Retail Group, now is the right time for a leadership transition.

"In wishing Alex all the very best for the future, we acknowledge his critical role in successfully integrating Macpac with Super Retail Group and thank him for his leadership and his commitment to maintaining the heritage, quality and integrity of the Macpac brand. Cathy's appointment represents the culmination of a long-planned succession strategy for the Macpac business and I am confident her deep retail experience and commitment to the customer will help drive the next phase of growth for Macpac."

Alex Brandon said "It has been a privilege to lead our passionate team of dedicated team members who have contributed to the success of Macpac and grown awareness of a truly authentic and sustainable brand. I am particularly proud of our track record of leading innovation without in any way diminishing our proud heritage deep-rooted in adventure."

Cathy Seaholme will relocate with her family to New Zealand and be based at Macpac's headquarters in Christchurch.

Cathy Seaholme biography

Cathy Seaholme is an experienced retail executive, holding senior leadership roles with high-profile businesses during a 35-year retail career in Australia. Cathy is currently General Manager Retail Operations for Priceline Pharmacy, part of the ASX-listed Australian Pharmaceutical Industries Limited, one of Australia's leading health and beauty companies. Prior to Priceline, Cathy was General Manager for The Body Shop Australia, running the domestic operations of the global cosmetics business. Previously Cathy held senior leadership roles with retail brands including Meredith, French Connection and the Country Road Group's Witchery and Mimco.

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The release of this announcement has been authorised by the Super Retail Group Board.