



15 January 2018

ASX Market Announcements Office
Australian Securities Exchange
20 Bridge Street
Sydney NSW 2000

New Managing Director announced for Endeavour Drinks

Woolworths Group advises that Steve Donohue has today been announced as the new Managing Director of Endeavour Drinks, effective from April this year. Steve Donohue is currently Director of Buying and Merchandising for Woolworths Supermarkets.

Steve Donohue will replace current Endeavour Drinks Managing Director Martin Smith, who will retire at the end of the financial year.

Prior to joining Woolworths Supermarkets, Steve Donohue held a broad range of roles within the Woolworths Group drinks business, starting as a store manager in Dan Murphy's when he was just 19 years old and progressing into senior Buying, Merchandising and Marketing roles in Dan Murphy's, BWS and the broader drinks business.

Brad Banducci, Woolworths Group CEO said: "We are pleased to announce Steve as the new Managing Director of Endeavour Drinks. Steve rejoins our drinks team after spending the last five years rebuilding our Buying and Merchandising capabilities, first at Countdown in New Zealand and more recently in his role with Woolworths Supermarkets in Australia.

"He's been instrumental in delivering our Woolworths Supermarkets pricing and range strategy as well as transforming our supplier engagement program."

Endeavour Drinks includes Australia's leading retail liquor brands, Dan Murphy's and BWS, as well as Cellarmasters, Langton's and Pinnacle Drinks.

Brad Banducci added: "I would like to thank Martin Smith for his significant contribution to Endeavour Drinks. Martin and the Endeavour Drinks team have helped build the leading business we have today."

Martin Smith will remain with Endeavour Drinks until 30th June, working with Steve Donohue as he transitions into his new role.

For further information contact:

Investors and analysts: Paul van Meurs, Head of Investor Relations: +61 407 521 651

Media: Woolworths Group Press Office: +61 2 8885 1033