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ASX Announcement



Metcash Limited

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Appointment of Liquor CEO

Metcash Limited (ASX:MTS) today announced the appointment of Chris Baddock as its new Chief Executive Officer of the Liquor pillar.

Mr Baddock's appointment follows the completion of an extensive executive search for a successor to Scott Marshall following his appointment as Chief Executive Officer, Supermarkets & Convenience earlier this year.

Mr Baddock is a highly regarded and well credentialed executive with over 25 years of experience, many of them in the Liquor Industry. He is currently the Director of Pinnacle and Direct, which is part of Woolworths' Endeavour Drinks Group.

Other Liquor industry experience includes 11 years with Lion Pty Limited. During this time he was Managing Director of Fine Wine Partners, and held roles in Lion Wine and Tooheys Brewery.

Mr Baddock also worked alongside independent retailers in his sales and business experience with companies such as H J Heinz Company Australia Limited, Snack Brands Foods Pty Limited, Murray Goulburn and Alliance Marketing Corporation.

Metcash's Group CEO, Jeff Adams said: "We are delighted to have Chris join us. His mix of experience positions him well to help drive the continued growth of our quality Liquor business.

"We undertook an extensive internal and external global search for a successor to Scott. Chris's deep Liquor experience here in Australia, including a strong track record of delivering sustainable growth and working with independent retailers, made him a standout candidate for this role," Mr Adams said.

Mr Baddock will join Metcash in 2019 after he has fulfilled his restraint obligations.

Mr Baddock said: "I am deeply passionate about the Liquor business, and the critical role independent retailers have in it. I am very much looking forward to working with the Metcash team, retailers and suppliers as I transition into this new role next year.

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