

To: ASX

From: Brett Edwards, Company Secretary

Announcement Date: 16 February 2021

ASX Code: KME

### **Appointment of Chief Commercial Officer & Chief Product Officer**

Kip McGrath Education Centres Ltd (ASX: KME) is pleased to announce it has completed the appointment of two new Executive team members. Scott Hillard has been appointed as the new Chief Commercial Officer (CCO) and will be responsible for the Australasian operations. Abby Clifton has been appointed as the new Chief Product Officer responsible for key components of the company's direction with new product development globally.

Scott is a sales & marketing professional with extensive experience in the education sector. His commercial leadership skills and customer-centric focus have delivered strong results in Australia, New Zealand, throughout APAC and the Middle East across a range of categories. Scott has led innovative international channel optimisation and development projects with both SMEs and large listed organisations including Navitas and Management Consultancy International

Abby is a training and change management expert with extensive experience in the Australia and United Kingdom markets, working with blue-chip organisations such as Aldi Food Stores, Arthur Anderson, ERM, OneSteel and Qantas, as well as more recent work on the global-market tertiary offerings for the University of Newcastle. Abby provides Kip McGrath with unique innovation experience developing digital education products and her recognised background in organisational change management will allow her to foster innovation across Kip McGrath's product offering.

Storm McGrath stated 'we are excited about the appointment of Scott and Abby as we focus on transforming from a franchise only face to face tuition business to a multi-channel, blended learning global tutoring business. This change is now gathering momentum with online student levels remaining high and the corporate centres now approaching 2,000 lessons per week.'

The Board expects to release the half year financial report next Tuesday afternoon, 23 February 2021. As expected revenue remains under pressure in the UK, South African and Middle-East markets amid COVID19 2<sup>nd</sup> and 3<sup>rd</sup> waves, with EBITDA down around 7%. However, the company is now seeing record lead numbers in the Australian and New Zealand markets and continues to invest in building capability for further growth.

Please contact the company secretary if you require any further information.



Brett Edwards  
Company Secretary, Kip McGrath Education Centres Limited