

25 August 2021

Company Announcements Office  
ASX Limited  
Level 4, 20 Bridge Street  
Sydney NSW 2000

## Management update: executive renewal completed

Freedom Foods Group Limited (**ASX: FNP**, the ‘**Group**’), a leading Australian manufacturer of shelf stable beverages and nutritional products and ingredients, is pleased to announce the appointments of Denis Phelps as Chief Customer Officer and Gerard Smith as Chief Marketing Officer, marking the completion of the executive renewal program that commenced last year.

Mr Phelps will lead the customer and category strategies across the Group in a newly created role that brings all geographies together in one team. Mr Phelps has more than 25 years of experience in the FMCG sector, having held leadership roles in developed and emerging markets in Australia and the Asia Pacific region for companies including Danone S.A., Unilever Plc and The Clorox Company. His most recent role was with Danone, where he was Country Manager, Cambodia.

Mr Smith will lead the marketing, innovation and sustainability strategies across the Group, bringing all geographies together in one team. Mr Smith has extensive experience across major FMCG organisations including Lion Group, Goodman Fielder and PepsiCo, Inc, where he led snack brands across global markets as Vice President Marketing (Global Snacks Portfolio). Over the past 25 years, he has held strategic brand marketing, innovation, sales and management roles in Australia, New Zealand and the US. Mr Smith also brings significant digital strategy experience.

The appointments complete the comprehensive renewal of the senior leadership team at Freedom Foods Group, which commenced in August 2020 with the appointment of Chief Executive Officer, Michael Perich.

Other key appointments in the past 12 months include Chief Financial Officer Josée Lemoine, Chief Operations Officers Stuart Muir, Group General Counsel and Company Secretary Justin Coss and General Manager, Internal Audit Tim Phoon. During this period, Fiona McGregor was promoted to the role of Chief People and Culture Officer.

Mr Perich said he was delighted to be working with such a talented and dedicated executive team. “With these appointments, we now have the experience, expertise and energy to lead the business through its transformation and ensure it reaches its full potential, delivering long-term sustainable and profitable growth,” he said.

Authorised by the Board of Directors



## Investor inquiries

Justin Coss  
Company Secretary  
Freedom Foods Group Limited  
Tel: +61 2 9526 2555  
[Justin.coss@ffgl.com.au](mailto:Justin.coss@ffgl.com.au)

## Media inquiries

Clive Mathieson  
Cato & Clive  
Tel: +61 411 888 425  
[clive@catoandclive.com](mailto:clive@catoandclive.com)

## About Freedom Foods Group Ltd

Freedom Foods Group (**ASX: FNP**) is a leading Australian FMCG company with a mission to create quality, on-trend, responsibly produced dairy and plant-based beverages, nutritional products and ingredients used across the health and fitness industries. The Group operates state-of-the-art manufacturing facilities in Victoria and NSW and produces key brands include the MILKLAB range of shelf stable dairy and plant-based milks, Australia's Own, So Natural, Crankt, Vital Strength and PUREnFERRIN lactoferrin. <https://ffgl.com.au/>