

ASX Announcement

Managing Director, Dan Murphy's

Sydney: Friday, 1 July 2022

The Chief Executive Officer of Endeavour Group, Steve Donohue, today announced the appointment of Agnieszka (Agi) Pfeiffer-Smith to the role of Managing Director, Dan Murphy's. Agi is currently the Chief Strategy Officer for Endeavour Group.

Agi will commence transitioning into the new role, working closely over the coming months with outgoing Managing Director, Dan Murphy's, Alex Freudmann, to ensure a smooth transition.

Commenting on the appointment, Mr Donohue said: "I am very pleased to have Agi in the Managing Director, Dan Murphy's role. She is an experienced executive leader, with a proven track record of combining her strategic, commercial and operational expertise, with a focus on supporting teams to deliver better businesses. Agi will lead a passionate, purpose driven group of more than 6,000 Dan Murphy's team members, working closely with its highly talented leadership group, while also remaining a key member of the Endeavour Group executive team.

"Agi was appointed Chief Strategy Officer for Endeavour Group in April 2020, and has been integral to defining Endeavour Group's future path, having been a key architect behind the development and implementation of the Group's initial strategy, following the 2021 demerger from Woolworths.

"It is a testament to the strength of our internal talent that we are able to appoint Agi. Agi has a strong track record of driving transformation by harnessing the role that teams, technology and innovation play in delivering successful customer outcomes. This, combined with Agi's deep understanding of the Dan Murphy's business and the broader Endeavour Group strategy, ensures she is ideally positioned to lead Dan Murphy's through the transformative change currently underway."

Commencing her career with Boston Consulting Group in 1998, Agi subsequently worked in strategic and commercial roles across large corporates and private equity. Agi's extensive experience has included working across a variety of industries, with over 10 years in Retail, including as Executive General Manager, Safety Specialists, Wesfarmers Industrial and Safety; and GM Strategy - Retail Development, David Jones; complemented by property, banking, industrial goods, aviation and telecommunications sector experience.

The release of this announcement was authorised by the CEO under authority of the Board.

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