

KMD Brands Limited

ASX / NZX / Media announcement

10 November 2022

KMD Brands Limited announces appointment of new Director

KMD Brands Limited (ASX/NZX: KMD, "KMD Brands") today announces that it has completed the process to appoint an additional non-executive director to the Board. KMD Brands is pleased to confirm that Zion Armstrong has agreed to join the Company as a non-executive director effective 1 December 2022.

Zion Armstrong has had a very successful career in the global branded sportswear industry for over 30 years. Zion spent 24 years with adidas, stepping down as President - North America for adidas in early 2022 to return to New Zealand.

Zion commenced his career with adidas in New Zealand as Product Manager for Footwear in 1998 before moving to the adidas headquarters in Germany in 2002. From 2005 to 2014, Zion held various leadership roles in Asia-Pacific including President & Managing Director adidas Group South Korea. Since 2015, he served as General Manager of adidas North America and in 2018 was promoted to President - adidas North America.

David Kirk commented:

"We are thrilled that Zion has agreed to join the board of KMD Brands. He brings extensive background and capability in global branded sports apparel and footwear. His experience and proven capability in global brand management, product development and multi-channel distribution is a perfect fit for the next stage of growth for KMD Brands. North America and Asia are important long term growth markets for our brands and Zion's experience in these markets will be invaluable as we move forward on our strategic pillar of building global brands".

As required by the Company's constitution and the NZX Listing Rules, Zion will hold office until the annual shareholders' meeting of the Company following the effective date of his appointment, at which time he will resign and stand for election.

In accordance with Listing Rule 2.6.1, the Board have determined that Zion Armstrong is an independent director of the Company.

With the appointment of Zion Armstrong to the Board from 1 December, John Harvey will resign as a director of the Company with effect from 1 December 2022.

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For further information, please contact:

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