

GODFREYS GROUP LIMITED (ASX: GFY)

ASX/Media Release

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Executive Appointments

Godfreys Group Limited (**Godfreys** or the **Company**) today announced the appointment of two senior executives, Cat Parker as Chief Customer Officer and Mari Ruiz as Chief People & Culture Officer. Both roles will commence on 13 March 2018.

Cat has considerable experience in Retail eCommerce, Digital, Data & Analytics, Customer Experience and Customer Lifecycle Management gained over her 17 year career. Most recently Cat held the position of GM Digital, Data, IT, Product and Marketing with Goodyear, which has a distributed network of over 600 stores across Australia (mix of company owned, franchised and licensed operators), as well as manufacturing and wholesale distribution of products under the Goodyear, Dunlop and Kelly brands. Prior to this Cat worked for Platinum Equity as the Founder and GM, Digital & E-Commerce of Found Pty Ltd, a subsidiary of Sensis and spent many years in New York, USA in retail leadership roles with Wendy's, Toys "R" Us and eBay Enterprises.

Mari has over 25 years' experience in HR Leadership during which time she has led significant cultural change programs across a number of organisations. Most recently Mari held the position of Chief People & Culture Officer at BankVic and in 2017, after driving a successful cultural transformation program, she won the CEO Magazine HR Leader of the Year, the Australian Human Resources Institute's Dave Ulrich HR Leader Award, and her team were finalists for The Australian HR Awards Team of the Year (<1000 Employees). Prior to this Mari held senior HR roles with Dun & Bradstreet, NAB and TAL Direct.

Godfreys CEO Jason Gowie said the appointments will enhance capability in key focus areas for the business.

"We are looking forward to the significant contribution both Cat and Mari will make in transforming the Godfreys business over the coming years."

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About Godfreys

Godfreys Group (ASX: GFY) listed on the ASX in 2014 and is Australia's largest speciality retailer of domestic and commercial floorcare and associated cleaning products, offering an extensive range of company-owned brands, an exclusively licensed brand (Hoover) and a number of third party brands. Godfreys is regarded by Australians as the 'experts' in vacuum cleaners and cleaning products, accommodating consumers at all price points. Godfreys has its head office and a company-operated warehouse located in Victoria. Godfreys' multichannel offering is distributed via over 200 branded retail stores located across Australia and New Zealand in standalone 'superstores', and shopping centres and retail shopping strips.