

24 December 2024

***Executive Appointment – John Hardwood joins SPC Global (ASX:SPG)
as Group Chief Commercial Officer***

Melbourne, Australia. SPC Global Holdings Limited (ASX SPG), a market leading Australian food and beverage company has appointed *John Harwood as Group Chief Commercial Officer, commencing on 6 January 2025.*

John is a seasoned professional with extensive experience in sales and marketing. Most recently, John served as the Transformation Lead at Carlton & United Breweries (CUB), part of Asahi Beverages. Over the years, he has held several key positions at Asahi Beverages, including General Manager of On The Go at Asahi Lifestyle Beverages (ALB). In this role, John played a key role in expanding the product portfolio and improving market share.

John's career began at Diageo in the UK, where he held various commercial roles before relocating to Melbourne. His expertise in strategy and transformation has been instrumental in driving growth and innovation across consumer products.

SPC Global Managing Director, Robert Iervasi, said *"John is an exceptional leader with a proven track record of achieving growth and commercial excellence. John has a natural talent in building customer relationships, as well as ensuring that our growth plans are aligned with each channel that we supply. I am honoured to be working with John again."*

Newly appointed SPC Global Group Chief Commercial Officer said *"I'm thrilled to join SPC Global. I look forward to collaborating with the talented team and our customers to drive growth, innovation, and impactful results in the years ahead."*

John holds an International Management degree from Heriot-Watt University in Edinburgh, Scotland.

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This announcement was authorised by the SPG Board.

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About SPC Global

SPC Global is a market leading Australian food and beverage company. With around 800 employees and a portfolio of more than 1000 products, the company successfully combined The Original Juice Company, SPC, and Nature One Dairy, and subsequently acquired Natural Ingredients, to merge more than a century of tradition with innovation, sustainability, and long-term future growth.