



# ASX Media Release

13 April 2015

## **MyState appoints Chris Thornton as General Manager, Product and Marketing**

**Hobart, Monday 13 April 2015:** MyState Limited (ASX:MYS), the banking and wealth management group, announced today the appointment of Mr Chris Thornton as general manager, product and marketing. For the last five years, Mr Thornton has held the position of Head of Brand and Marketing for RAMS Financial Group. He will commence with MyState Limited on 20 April 2015.

Mr Thornton brings more than 20 years experience in the brand and marketing sector to MyState Limited. In his most recent role, he has been instrumental in transforming RAMS into a highly performing business focussed on new technology and data driven insights. This has included the highly successful development and launch of RAMS into the deposit market. Prior to his role at RAMS, Mr Thornton previously held similar senior marketing positions with AAPT, Dell and Virgin Money in Australia.

MyState's managing director and chief executive officer, Melos Sulicich, said "We are delighted to welcome Chris to the MyState Limited team. He has an excellent track record of delivering strategic and commercial success in dynamic environments. His strong background of developing and implementing marketing strategy, brand building, product development and customer lifecycle management will complement our executive team as we continue to grow.

Mr Thornton holds a Bachelor of Science (Hons), Managerial and Administrative Studies from Aston University (UK).

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### **About MyState Limited**

MyState Limited is an ASX-listed diversified financial services group consisting of MyState Bank (MyState); Tasmanian Perpetual Trustees (TPT), a trustee and wealth management company; and The Rock Building Society (The Rock). MyState Limited, MyState and The Rock are regulated by the Australian Prudential Regulatory Authority. MyState, The Rock and TPT hold Australian Financial Services Licences issued by the Australian Securities and Investments Commission.