



23 November 2020

Appointment of Head of Sales

Highlights

- **NZCS has appointed Phillip Wilson as Head of Sales to oversee nutraceutical and seafood sales, and lead the Company's sales portfolio whilst leveraging the solid foundation built by the current Chief of Sales, Anna-Lee Fraser, who will transfer to the role of Product Development Manager.**
- **Mr Wilson holds extensive experience in infant/adult dairy product sales to China and South East Asia, has worked with leading FMCG distributors in Asia and also holds experience in operating e-commerce platforms selling to China.**

Leading secondary producer of nutraceutical, seafood products and premium marine ingredients, **New Zealand Coastal Seafoods Limited (ASX:NZS)** ("**NZCS**", the "**Company**") is pleased to announce that the Company has appointed Phillip Wilson as Head of Sales to oversee nutraceutical and seafood sales, and lead the Company's sales portfolio whilst leveraging the solid foundation built by the current Chief of Sales, Anna-Lee Fraser, who will transfer to the role of Product Development Manager effective 01 December 2020.

Mr Wilson's experience includes dairy infant product sales to China & South East Asia and through his recent role contracting to NZ's Pure Nutrition / Westland Milk Products, he worked with FMCG distributors in Singapore, Hong Kong, China, Vietnam's second largest Pharma distributor. Under this role, he also developed, promoted and negotiated contracts for new brands from start up. He also holds experience in e-commerce platforms selling to China.

In his previous role as Export Sales Manager for New Zealand Gold and GMP Dairy Manufacturing, Mr Wilson was responsible for marketing and selling nutritional infant and adult dairy powder finished products primarily to Chinese FMCG distributors. Mr Wilson also developed the Vietnam and Myanmar markets, oversaw contract negotiations, developed distribution and e-commerce strategies, whilst also managing product sales and promotions into key New Zealand stores.

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Commented on the appointment, New Zealand Coastal Seafoods CEO, Andrew Peti, said:

“With extensive experience in nutritional powder sales to China and South East Asia, we welcome Phillip to the NZCS team as Head of Sales. As the Company continues to expand into international markets with a focus on nutraceuticals, we are very excited to have someone of Phillip’s calibre joining the team. We look forward to leveraging his existing relationship and further growing the NZCS business.”

Newly appointed New Zealand Coastal Head of Sales, Phillip Wilson, commented: “I’m very excited to join NZCS and I look forward to applying my past experiences to achieve further growth in the Company.”

Authority:

This announcement has been approved by the Board of New Zealand Coastal Seafoods Limited.

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About New Zealand Coastal Seafoods

New Zealand Coastal Seafoods (NZCS) is a New Zealand based, ASX listed, secondary producer of nutraceutical, seafood products and premium marine ingredients. The Company recently acquired Kiwi Dreams International Limited (KDI), a leading developer of innovative nutraceutical products and services including ingredient supply, quality and validation, as well as formulation and development.

Through the development of Nutraceutical projects, NZCS has recognised significant opportunities in this high growth market, with the global Nutraceutical market estimated at US \$230.9 billion in 2018.¹

¹ <https://www.bccresearch.com/market-research/food-and-beverage/nutraceuticals-global-markets.html>

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ASX Announcement

NEW ZEALAND
COASTAL SEAFOODS



Harnessing the countries reputation for pure, pristine waters and fisheries provenance, NZCS utilise raw ingredients sourced from New Zealand's finest deep sea fishing companies, employing a nose-to-tail philosophy to create a range of high-value products.

The Company's mission is to share the sought-after flavours of sustainably-sourced, nutritious, healthy and organic goodness of New Zealand's seafood with Asian consumers, through expanding distributor, wholesale and consumer channels.

NZCS's growth strategy is focused on the development of a new nutraceutical product range and increasing production and sales of its flagship, collagen-rich, dried ling maw range and developing high-value ready-to-eat, FMCG products for export into new and existing markets.

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