



25 January 2021

## Appointment of Evan Hayes as Non-Executive Director

### Highlights

- **Mr Evan Hayes appointed as a Non-Executive Director of the Company.**
- **Mr Hayes is a highly accomplished company director, with broad and strategic experience across several sectors, including the health industry having held senior product development and operations roles at Factors, Blackmores and BioCeuticals.**
- **The appointment aligns with NZCS's growth strategy of recruiting both management and board members, who can contribute strategic value and add both depth and breadth to the Board's skill set to support the Company as it enters its next phase of growth.**

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 the appointment of Mr Evan Hayes as a Non-Executive Director.

Mr Hayes is a highly accomplished Executive and Non-Executive Director with broad strategic experience across a portfolio of board positions, and substantial experience in the health industry including senior product development and operations roles with Factors, Blackmores and BioCeuticals.

He is currently Asia Pacific Managing Director of Factors Group, Canada's largest natural health company and a Director of MGC Pharma, an ASX listed biotech & cannabis company.

He holds qualifications in biotechnology, biochemistry, six sigma, auditing and business management, and over 10 years' non-executive director experience across public, private and ASX organisations.

As a highly respected scientist, specialising in medicines, both natural and biotech, he has the unique capability of leveraging deep technical skills to develop real commercial outcomes. Mr Hayes is particularly specialised in the management, set up and scaling of start-up organisations, where there is a fast-moving environment balancing a need for strategy, scale, business development, overseas expansion, risk and compliance.

#### PRINCIPAL AND REGISTERED OFFICE

Suite 5 CPC  
145 Stirling Highway  
Nedlands, WA  
Australia, 6009

ABN: 16 124 251 396

#### OPERATIONS

7 Bolt Place  
Christchurch Airport  
Christchurch 8053  
New Zealand

#### CONTACT

E [info@nzcs.co](mailto:info@nzcs.co)  
P +61 8 9389 3170

ASX CODE: NZS

[www.nzcs.co](http://www.nzcs.co)



**Commented on the appointment, New Zealand Coastal Seafoods Non-Executive Chairman, Winton Willesee, said:** “On behalf of the Company, I would like to welcome Evan to the Board. After an extensive search, we shortlisted candidates and Evan’s significant experience across multiple industries and in particular the health sector, and his background in nutraceutical product development will contribute considerable strategic value to NZCS as the Company enters its next stage of growth”

**Newly appointed New Zealand Coastal Seafoods Non-Executive Director, Evan Hayes, commented:** “I’m very pleased to join NZCS and I look forward to leveraging my experience and global contacts to assist in driving the next stage of growth for the Company.”

Mr Hayes holds over 20 years’ experience in leading organisations in Australia and overseas, and has worked in Europe, the USA and in Australia. He has a practical understanding of both the FDA and the TGA with a detailed knowledge of strategic, financial, human resource and compliance issues.

He also holds senior executive experience in the natural medicine sector, as well as extensive consulting experience across portfolios including procurement, product development and health economics for leading Australian organisations through his consulting organisations, Relae and FIT Milestones.

Evan is passionate about natural products, experimental and clinical research, has initiated and published research in diverse areas such as immunoassay development, probiotic functionality, and Vitamin D insufficiency and is an author of multiple patents including one world patent.

The appointment aligns with NZCS’s growth strategy of recruiting both management and board members, who can contribute strategic value and add both depth and breadth to the Board’s skill set as it enters its next phase of growth.

Subject to the continued service of Mr Hayes, the Board will seek approval of shareholders at its 2021 AGM for a grant of options to Mr Hayes (or his nominees). The grant for which approval will be sought will be for 2,500,000 options with a 3.5c exercise price and expiring two years from grant and 3,000,000 options with an exercise price of 6c and expiring 5 February 2023.

#### **Authority:**

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

#### **Further information:**

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Aldo Miccio  
Executive Director  
New Zealand Coastal Seafoods Limited  
Email: [investors@nzcs.co](mailto:investors@nzcs.co)  
Tel. +61 421 497 138

Jane Morgan  
Investor Relations Advisor  
Jane Morgan Management  
Email: [jm@janemorganmanagement.com.au](mailto:jm@janemorganmanagement.com.au)  
Tel. +61 405 555 618

## 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.<sup>1</sup>

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.

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

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