



5 February 2021

Appointment of Nathan Maxwell-McGinn as Non-Executive Director

Highlights

- Mr Nathan Maxwell-McGinn appointed as a Non-Executive Director of the Company.
- Mr Maxwell-McGinn is co-founder, shareholder and marketing manager of JSJ Seafood, a company which exports over \$50 million annually of Australian and International seafood to Asia, under the “Three Capes” brand.
- He holds significant experience in international trade, marketing, business and brand development, and has assisted companies in Europe, South America and Africa develop new markets in Asia.
- Currently the chair of the Seafood Trade Advisory Group, a group responsible for developing key government relationships in Canberra, to provide advice on Free Trade Agreements and Trade and Market access issues.
- He holds an MBA, has completed executive education at Harvard University, and had previously been an active board member for the Fremantle Chamber of Commerce advocating for Export businesses in Western Australia.

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 Nathan Maxwell-McGinn as a Non-Executive Director.

Mr Maxwell-McGinn is a co-founder, shareholder and marketing manager of JSJ Seafood Pty Ltd (“JSJ Seafood”), a company which exports over \$50 million annually of Australian and International seafood to Asia, under the “Three Capes” brand. JSJ Seafood was formed in 2016 and is currently the largest exporter of rock lobster from Tasmania, with an established trading and marketing division “Three Capes”, which utilises an extensive customer network to market, promote and drive sales for selected clients globally.

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JSJ Seafood has experienced continued high growth since launching in 2016, demonstrating Mr Maxwell-McGinn's ability to achieve financial growth and strategic milestones, driven by his significant marketing experience and international contacts within the seafood sector.

He holds significant experience in international trade, marketing, business and brand development, and has assisted companies in Europe, South America and Africa develop new markets in Asia.

Former roles include Business Development Manager of Kailis Bros / Legend Group Holdings, with Mr Maxwell-McGinn joining the company after the takeover of Kailis Bros by Legend Group Holdings (Hong Kong). Under this role, he managed the export team and developed key relationships with partners globally, launched the Kailis Brother export brand in Asia, and established retail presence in HK.

He is the chair of the Seafood Trade Advisory Group, a group that has developed key Government relationships in Canberra to provide advice on Free Trade Agreements and Trade and Market access issues.

Mr Maxwell-McGinn also holds an MBA, has completed executive education at Harvard University until recently been an active board member for the Fremantle Chamber of Commerce advocating for Export businesses in Western Australia.

Commented on the appointment, New Zealand Coastal Seafoods Non-Executive Chairman, Winton Willesee, said: "I would like to welcome Nathan to the Board of NZCS. As we continue to implement our strategy to drive the next stage of growth for the Company, Nathan's extensive experience and contacts within the global seafood industry, and specifically in the export of high value seafood into Asia will contribute significant strategic value to the NZCS business."

Newly appointed New Zealand Coastal Non-Executive Director, Nathan Maxwell-McGinn, commented: "I'm very excited to join the Board of NZCS and I look forward to playing my role in the Company's growth and international expansion strategies.

Subject to the continued service of Mr Maxwell-McGinn, the Board will seek approval of shareholders at its 2021 AGM for a grant of options to Mr Maxwell-McGinn (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.

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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

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.

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

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