

Pioneer Credit Limited appoints additional new director

Pioneer Credit Limited (ASX: PNC) (**Pioneer**) is pleased to announce the appointment of experienced commercial executive Ms Michelle d’Almeida as independent Non-Executive Director, effective 16 June 2021.

As the former Managing Director of News Corporations’ Sunday Times and Perth Now, Ms d’Almeida brings strong digital transformation and competitive consumer market experience to the Pioneer Board.

Currently, Ms d’Almeida holds non-executive director positions with Perth Airport and ACTIV Foundation and was previously a non-executive director of Community Newspaper Group WA and Variety the Children’s Charity.

Chairman Mr Michael Smith said Ms d’Almeida’s experience in sophisticated and rapidly changing markets will be highly valuable to the Pioneer Board which comprises recently appointed credentialed banker Stephen Targett, experienced non-executive directors Peter Hall and Andrea Hall and Pioneer’s founder Keith John.

“Michelle’s digital disruption knowledge and experience in fast-evolving and complex customer segments will help drive Pioneer’s customer acquisition and product innovation,” Mr Smith said.

“Together we make a robust team with diverse capability to drive the Company’s next phase of growth, ensuring Pioneer continues to do the right thing by customers and deliver value for shareholders.”

Authorised by:
The Board of Directors

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About Pioneer

Pioneer Credit is an ASX-listed company (ASX: PNC) providing high quality, flexible, financial services support to help everyday Australians out of financial difficulty. Pioneer Credit has the trust of long-term vendor partners to do the right thing and respectfully support customers to achieve their financial independence.

Pioneer Credit has established a solid foundation to pursue further growth by leveraging its outstanding industry relationships, compliance record and customer-focused culture.

www.pioneercredit.com.au