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# Market Update: Key executive appointment

- Executive team further strengthened with the appointment of a new Sales Director
- Changes to the executive team now complete

Advanced Braking Technology Limited (ASX: ABV) ('ABT' or 'the Company') provides today an update on a key executive appointment resulting from an organisational review of the leadership team which has now been completed.

Directors believe with the recent changes to the management team, the Company is now well placed to achieve its ambitious growth strategy.

#### **Sales Director**

Mr Geoff Lewis will be joining the Company as Sales Director and will commence with the Company from 11 March 2019.

The appointment of Mr Lewis follows an organisational review undertaken by the directors which included analysis of the leadership required to implement ABT's ambitious growth strategy.

Mr Lewis will be based in the Perth office and results in the entire leadership team of the Company now residing in one centralised location following the recent changes made to ABT management.

Mr Lewis brings significant sales and business development experience to the role of Sales Director gained in executive roles within the steel, hydraulic hose and ship construction industries. His most recent role was as Sales Director / Business Area Manager (Asia Pacific) for Swedish Steel (SSAB). In this role Mr Lewis had full regional responsibility for the SSAB Services business unit in the Asia Pacific region including development of the sales and distribution networks, with a strong focus on clients in the Australian and Asian mining industries.

Mr Lewis has held various sales and business development roles with SSAB over a 10 year period, including living in Europe for 3 years. During that time he was responsible for developing and managing the sales network within South Eastern Europe.

Previous roles held by Mr Lewis include General Manager of Leong Jin Corporation (a provider of premium steel products based in Singapore), General Manager of Hoseco Group (a provider of hydraulic hose solutions to a broad range of industries including mining, mineral processing and road transport equipment), Global Sales Manager for Austral Ships and Commercial Manager of Linatex (part of the Weir Group) a provider of specialist rubber products and equipment for the mining industry.

ABT's Chairman, Ms Dagmar Parsons stated that she and her fellow directors are delighted about Mr Lewis joining the Company as it looks to implement its growth strategy. "With the appointment of Geoff at this critical stage of ABT's expansion, his Australian and global mining sales and business development experience will be directly transferrable to his role at ABT. In addition, Geoff has worked with companies that provided innovative product solutions for the mining, road transport and defence industries, these all being areas in which ABT is gaining a greater market presence".

## **Previous key appointments**

The appointment of Mr Lewis follows the recent appointments of Mr John Annand to the role of Chief Executive Officer and Mr Tony Van Litsenborgh to the role of Engineering Manager (refer to the ASX announcement dated 3<sup>rd</sup> December 2018).

These appointments follow an organisational review of the Company and the appointments referred to above are outcomes of that review. The goal of the organisational review was to ensure the appropriate resources are in place to implement the Company's strategy. In parallel, a key strategic initiative is being implemented to identify strategic partners and opportunities that will significantly upscale the business with the objective of achieving the Company's growth plans.

Ms Dagmar Parsons stated that she and her fellow directors are excited about the organisational and strategic changes that the Company is implementing. "With the appointments of John, Tony and Geoff to their respective roles, the directors believe the company is now well placed to achieve its ambitious growth strategy capitalising on ABT's core Failsafe product range whilst at the same time undertaking a re-design of the Terra Dura product which we believe will address the needs of a substantial Australian and global market. In parallel, the Company is looking to diversify its product and service offering to a broader customer base across a number of different industries, and we believe the leadership team now in place can deliver on that goal".

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# For further information, please contact:

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#### **About Advanced Braking Technology**

Advanced Braking Technology Ltd (ABT) is an Australian company listed on the Australian Stock Exchange (ASX: ABV) focusing on the development, manufacturing and marketing of high performance brakes to the automotive, transport and mining industry. This incorporates the internationally patented sealed integrated brake technology, as used in the ABT Failsafe product range and the new Terra Dura<sup>®</sup> polymer brake. The Company has manufacturing bases in Australia with its Head Office in Perth.