

ASX announcement**Cover-More Group appoints Will Easton as Non-Executive Director**

Sydney, 21 August 2015: Cover-More Group Limited (ASX:CVO) today announced Will Easton will join the Board as Non-Executive Director effective 1 September 2015.

Mr Easton is Managing Director of Emerging Markets for Facebook after two successful years as Managing Director for Facebook in Australia and New Zealand. Before he joined Facebook in 2013, he held executive management roles with Google focused on mobile, social and retail platforms.

Cover-More Group Chairman, Louis Carroll, said Mr Easton brings significant and unique expertise and talent in digital strategy to Cover-More.

“This is a pivotal appointment to our Board as Cover-More continues to expand and enhance our digital footprint in our global markets,” Mr Carroll said.

In addition to his position with Facebook, Mr Easton is currently Board member for the Mobile Marketing Association in Asia Pacific, Non-Executive Director for Dimmi Pty Ltd in Australia and also Non-Executive Director for the Starlight Foundation in Australia.

Will Easton joins the Cover-More Board which currently includes:

- Louis Carroll, Chairman
- Sam Mostyn, Non-Executive Director
- Lisa McIntyre, Non-Executive Director
- Stephen Loosley, Non-Executive Director
- Trevor Matthews, Non-Executive Director
- Peter Edwards, Managing Director and Group Chief Executive Officer.

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