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ASX Announcement

22 August 2016

The PAS Group Appoints New Director

Chairman of The PAS Group Limited (PAS), Mr Rod Walker, today announced the appointment Ms Loretta Soffe to the Board as a Non-Executive Director, effectively immediately.

Ms Soffe spent 24 years at US retail giant Nordstrom, progressing from the sales floor to National Buyer and then Brand Manager before becoming the company's youngest ever Executive Vice President. For the past five years she has run her own consultancy, advising Fortune 500 companies around the world on multi-channel retailing and building consumer brands.

"It is my pleasure to welcome Ms Soffe to the PAS Board," Mr Walker said. "Loretta has vast experience in the fashion and retail industry from a multi-billion dollar organisation and a history of brand building both in traditional and online retailing. She brings distinct skills in digital, social and traditional marketing to the Board and we look forward to working with her," he said.

Ms Soffe will also take on the role of Chairperson of a newly established Brand Management and Innovation Committee. The purpose of the committee is to seek new and innovative ways to enhance brand value across the business and maximise the Company's full brand potential.

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