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NZX Continuous Disclosure

Start Date Confirmed for New CEO, Peter Reidie

The Chairman of Sanford (NZX: SAN), Sir Rob McLeod confirmed today that newly appointed CEO, Peter Reidie, will begin his tenure on 6 April 2021.

Mr Reidie's appointment was announced on 21 December 2020. He is currently CEO at Farmlands.

Mr Reidie has extensive primary sector experience. Prior to his five years as Farmland's CEO he was Managing Director for Australia and New Zealand at Goodman Fielder.

Sanford is New Zealand's largest and oldest seafood company and has been listed on the New Zealand stock exchange since 1924.

On the announcement of his appointment, Mr Reidie said "I have fresh perspectives to bring to Sanford and I am clear on my mission. I welcome the challenge of navigating the business and its people through the current volatile conditions, while working towards a long-term vision to grow sustainable shareholder returns."

Sanford's Chief Customer Officer, Andre Gargiulo, will continue in the role of Acting CEO until Mr Reidie joins the company.

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