

KATHMANDU HOLDINGS LIMITED

ASX / NZX / MEDIA ANNOUNCEMENT

13 AUGUST 2021

### **Rip Curl appoints new Chief Executive Officer**

We are pleased to announce the appointment of Brooke Farris as Chief Executive Officer of Rip Curl. This follows the previously announced promotion of Michael Daly from this role to Group Chief Executive Officer and Managing Director of Kathmandu Holdings Limited. Brooke will report to Michael in her new capacity as Rip Curl Chief Executive Officer.

Michael Daly, said:

“After a thorough search process, involving both internal and external potential candidates, I am delighted to announce that Brooke Farris will be the new CEO of Rip Curl. Brooke has contributed greatly to Rip Curl’s success and growth over the past 11 years with her indisputable commitment to the brand, our product, and our crew. I am confident she will bring this same commitment and leadership in her new role. Congratulations Brooke.”

Brooke began working with Rip Curl in 2010; a long relationship that has encompassed a range of roles within the brand, from running Rip Curl surf events around the world, executing marketing strategy across retail, wholesale, social media, team, and events as the ANZ Marketing Manager, to leading strong sales growth online as the GM of Digital and forming a key part of Rip Curl’s global executive team. Brooke’s current role as GM of Women’s has seen her renewing the focus and vision of the women’s brand while simultaneously growing the women’s business globally.

Brooke Farris said:

“Rip Curl has been threaded throughout my life since I was a teen. I’m honoured to be announced as the new CEO. It’s an absolute privilege to lead our talented and passionate crew across the world and I’m motivated to build on our esteemed 52 year history and capitalise on our continued market success.”

Brooke will take up the position of Rip Curl CEO effective from 16th August 2021.

- ENDS -

**For further information, please contact:**

**Investors**

Eric Kuret  
Market Eye  
P: +61 417 311 335

**Media**

Helen McCombie  
Citadel-MAGNUS  
P: + 61 2 8234 0103