



Helen Nash joins the Pacific Brands Board

The Chairman of Pacific Brands [ASX:PBG] Peter Bush, today announced the appointment of Helen Nash as a non-executive director.

Mr Bush said “The board and our CEO, John Pollaers, are pleased that Helen, most recently Executive Director and Chief Operating Officer of McDonald’s Australia, has agreed to join the board.

“This is her first non-executive role and we are pleased to welcome a fresh face to the non-executive environment.

“Helen is known as an exceptional strategic thinker, with deep experience as a brand builder with advertising, sales promotion, direct mail and retail experience. Coupled with her commercial and financial skills, I have no doubt Helen will make a significant contribution to Pacific Brands.

“In Helen’s most recent role as chief operating officer of McDonalds Australia \$4 billion retail business her reporting lines were Restaurant Operations, Marketing, Menu, Insights and Research and Information Technology.

“Helen has a 17 year background in brand and marketing with experience, including 7 years in fast moving consumer goods at Procter & Gamble, followed by 3 years in publishing at IPC Media and 9 years at McDonalds Australia” Mr Bush said.

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