

# ATLAS

## PEARLS AND PERFUMES

ASX Release  
16 May 2014

### **ATLAS PEARLS AND PERFUMES ANNOUNCES AN EXPANDED SENIOR EXECUTIVE LEADERSHIP TEAM**

**Atlas Pearls and Perfumes Ltd (ASX: ATP)** ("Atlas") is pleased to announce an expanded senior leadership team, with the promotion of three existing staff into new senior executive roles; expanding the direct reporting to the CEO, effective from 1<sup>st</sup> July. The expanded team is supported by two key pearl farm production appointments in Indonesia.

As the business continues to internationalise and focus its operations for growth in the three key operational sectors (pearling, perfumes and cosmetic ingredients), and consumer products (jewellery, cosmetics and perfumes) it has necessitated the creation of an expanded senior executive team reporting directly to the CEO. Following the previous announcement on 15 April 2014, Pierre Fallourd has been appointed Vice President of Pearling, and Sonia Mackay-Coghill as Vice President of Jewellery, Perfumes and Cosmetics.

In addition to these promotions, Atlas is pleased to announce two other key executive appointments.

Stephen Gleeson, the Chief Financial Officer & Company Secretary has been appointed Managing Director of Essential Oils of Tasmania, and will move in July from his current head office base in Perth and work from the Company's operations in Kingston, Tasmania. Mr Gleeson will continue to perform the role of Company Secretary, alongside Susan Hunter.

Danielle Brandenburg will assume the role of Chief Financial Officer from Mr Gleeson and will operate from the Perth office. Since joining Atlas in 2012 as Group Financial Controller, Ms Brandenburg has worked closely with Mr Gleeson for the past 2 years and has been groomed for the role of CFO. Danielle brings a wealth of knowledge and experience to the role of CFO following 10 years experience with companies that have included BDO Audit and Wyllie Group Ltd.

In addition to these key promotions and appointments, well known Perth journalist and presenter, Claudia Bertorello-Kell will provide the CEO with direct support in communications, and maintain a day to day reporting line to Sonia Mackay-Coghill in relation to the brand development and public relations.

The expanded pearl farming division is in the midst of a major increase in its pearl production and harvesting scale. To maximise the growth and quality of its production, two senior Australian pearl farm managers have been appointed to share their expertise. Richard Satchell, formerly Commercial Manager at Kailis Marine, will become General Manager of Strategy (Indonesia). Mark Longhurst, formerly Marine Superintendent at Bhagwan Marine Pty Ltd, will assume the position of General Manager of Operations (Indonesia). Richard Satchell and Mark Longhurst have close to 20 years combined experience in the pearling industry.

**In commenting on these changes to the Senior Management Team at Atlas, Stephen Birkbeck, Executive Chairman at Atlas Pearls and Perfumes said:**

"As part of our continued commitment to build a world-class business focusing on pearling, perfume and cosmetic ingredients and the roll out of our prestige brands and retail shops we have had a six month process of identification and headhunting a world class team to take our recent growth of revenue and profits to the next level. The expansion of senior executives reporting to myself allows Atlas to build an international team capable of delivery of commercial and strategic targets commensurate with our current growth and development trajectory. We remain committed to source the very best and most talented people in the industry from both Australia and overseas."

# ATLAS

P E A R L S   A N D   P E R F U M E S

## **ABOUT ATLAS PEARLS AND PERFUMES LTD**

Atlas Pearls and Perfumes ("Atlas") is an Australian based pearling and perfume business established in 1992. Atlas has earned an enviable reputation as a world leading pearl producer of "nature's most precious gift", the South Sea pearl, specialising in highly sought after white and silver pearls. Atlas operates pearl farms spread across the Indonesian archipelago, including Bali, Flores, and West Papua. Atlas is a fully integrated pearling business. The Company has its own high quality grading and loose pearl distribution business, a jewellery manufacturing capability and sells direct to customers through wholesale partners and via its retail outlets. In 2012, the Company expanded its operations into perfumes and is currently developing a range of propriety products which include pearl powder (cosmetics and nutraceuticals), pearl proteins (cosmetics), pearl volatiles and boronia (perfumes) for supply into the global luxury supply chain.

**For more information please visit:** [www.atlaspearlsandperfumes.com.au](http://www.atlaspearlsandperfumes.com.au)

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