

## ASX Announcement Bapcor Limited (ASX: BAP)

15 April 2025

### Executive changes to drive strategic priorities

Bapcor Limited (ASX: BAP), announces that it has restructured the Group Leadership Team (**GLT**) to implement the reset business strategy. The changes announced today provide Bapcor with the structure and leadership to drive the strategic priorities and future growth plans for the Company.

#### Executive General Manager Trade

Trade is key to Bapcor's business and the foundation of the Company. The strategy will include Trade's next phase of growth: enhancing its go-to-market strategy, customer offering and improvements in technology and capability.

With Trade moving into this next phase of growth, Simon Bromell has been appointed as Executive General Manager Trade and will join the business on 28 April 2025. Simon has a background in delivering outstanding results in complex change and supply chain environments. Simon was most recently at Orora, where he had been for the past decade, most recently as President of the Beverages division. Over his career, Simon has held senior executive positions at Fonterra Australia and Mars Corporation.

After 6 years with Bapcor, Steve Drummy, Executive General Manager Trade is leaving the business. Bapcor recognises his significant contribution to Bapcor and the broader automotive aftermarket industry.

#### Combining the Specialist Networks and Wholesale businesses

As we have been working through Bapcor's strategy, it has become obvious that combining the Specialist Networks and Wholesale businesses will build consistency, optimise the network and build scale to be more competitive in the market.

The two businesses will be combined effective 1 July 2025 to form the 'Networks' business segment. This segment will comprise:

- Auto Electrical Group (AEG)
- Commercial Vehicle Group (CVG)
- Wholesale

Craig Magill has been appointed Executive General Manager Networks. Craig is well placed for this role having been with Bapcor for 13 years. He is currently Executive General Manager Specialist Wholesale and previously Executive General Manager Trade.

As a result of these changes, Kristoff Keele, Bapcor's Chief Strategy Officer and Interim Executive General Manager Specialist Networks will leave the business on 30 June 2025.



Executive Chair and Chief Executive Officer, Mr Angus McKay said *“These executive changes enhance our capability to implement our strategic priorities which will set the business up for growth. The reset business strategy will be presented on Monday 28 April 2025 at the Investor Strategy Update at the Queensland distribution centre. I would personally like to thank Steve and Kristoff for their significant contributions to Bapcor and wish them both well.”*

Following these changes, the Bapcor GLT will include:

Angus McKay – Executive Chair & Chief Executive Officer  
Simon Bromell – Executive General Manager Trade  
Craig Magill – Executive General Manager Networks  
Megan Foster – Executive General Manager Retail  
Martin Storey – Executive General Manager New Zealand  
Abdul Jaafar – Executive General Manager Supply Chain & Procurement  
George Sakoufakis – General Counsel & Company Secretary  
George Saoud – Chief Financial Officer (recruitment for this role is progressing)  
Merryl Dooley – Chief People and Culture Officer  
Morris Lieberman – Chief Technology Officer

Ends –

**Issued by:** Bapcor Limited (“Bapcor” or “the Company”), ASX:BAP, [www.bapcor.com.au](http://www.bapcor.com.au)

**Authorised by:** the Bapcor Board

**For further information, please contact:**

Investors  
Karen McRae  
+61 417 186 500  
[karenm@bapcor.com.au](mailto:karenm@bapcor.com.au)

Media  
Kate Hobson  
+61 434 314 312  
[kateh@bapcor.com.au](mailto:kateh@bapcor.com.au)