



COLLINS FOODS LIMITED

ACN 151 420 781 | ABN 13 151 420 781

PO Box 286 Lutwyche QLD 4030
Level 3, KSD1, 485 Kingsford Smith Drive
Hamilton QLD 4007 Australia
T +61 7 3352 0800 | F +61 7 3352 0894

ASX RELEASE

APPOINTMENT OF MANAGING DIRECTOR & CHIEF EXECUTIVE OFFICER

1 October 2024: Collins Foods Limited (ASX: CKF; "Collins Foods" or "the Company") is pleased to announce the appointment of Mr Xavier Simonet as Managing Director & Chief Executive Officer (**MD & CEO**).

Mr Simonet will join Collins Foods on 4 November 2024, based in the Company's Brisbane head office.

Mr Simonet is a highly experienced global Managing Director & CEO, with a proven track record of formulating and implementing strategic plans across multi-site retail operations. He has successfully grown sales and profitability across multiple geographies and brings diversity of experience across a range of sectors and companies. Xavier has a global mindset and a track record of delivering operational performance, leading business transformation and executing M&A.

He is currently Chief Executive Officer of Austrade – the Australian Government agency responsible for the promotion of international trade and investment - where he has successfully partnered with government and businesses to grow Australian business globally. Previously he was Group CEO and Managing Director of ASX-listed Kathmandu Holdings for six years, where he managed growth and diversification of the Kathmandu, Rip Curl and Oboz brands. Prior to that he was CEO of Radley London and spent four years at Seafolly Group where he was International Director. Earlier in his career Mr Simonet held various management roles over 11 years with Louis Vuitton Moët Hennessy (LVMH) in Europe, Asia and Australia.

Mr Simonet speaks English and French and has studied German. He has a Master's degree in Law, Economics and Public Administration from Institut d'Etudes Politiques de Paris, a Master's in International Management with HEC from the Paris and the Vienna School of Economics and Business Administration, a Master's Diploma in Business Administration and Management from the HEC School of Management in Paris and a Harvard Business School Executive Management qualification in Strategic Marketing Management.

Chair of Collins Foods, Robert Kaye SC, said: "Following a comprehensive global search process, the Board is delighted to have secured a Managing Director and CEO of Xavier's capabilities, experience and respect in the market. His track record reflects his capability to successfully grow international brands and businesses while working collaboratively with multiple stakeholders."

Mr Simonet said: "It is a privilege to be entrusted to lead Collins Foods as its next MD and CEO. The opportunity to grow Collins Foods and its world class brands, which are synonymous with customer value and great tasting food, is compelling. I am very much looking forward to working with the Board and entire team of more than 20,000 employees across Australia and Europe as we strive to continue to set new standards in QSR excellence."

Mr Kaye noted the important contribution of Kevin Perkins, saying: "The Board would also like to thank Non-executive Director Kevin Perkins for stepping up to lead the business as Interim Managing Director and CEO during a time of considerable change and challenge for Collins Foods. Kevin has provided stability and continuity to the business, and the Board looks forward to him continuing his important contribution as he resumes his Non-executive Director role."

ENDS

Authorised for release by the Board.

For further information, please contact:

Investors

Adrian
Automic Markets
P: +61-438 630 422
E: adrian.mulcahy@automicgroup.com.au

Media

Tristan Everett
Automic Markets
P: +61-403 789 096
E: tristan.everett@automicgroup.com.au

Appendix: Key terms of appointment for Xavier Simonet

| | |
|------------------------------------|--|
| Role | Managing Director CEO |
| Commencement date | 4 November 2024 |
| Term | Until terminated by either party in accordance with the contract of employment, subject to a probationary period of six months from the Commencement date. |
| Fixed remuneration | \$1,200,000 per annum including superannuation and other statutory entitlements. |
| Short term incentives (STI) | STI opportunity: 50% of Total Fixed Remuneration at target, 75% at stretch. Awarded as 50% cash, with 50% deferred. Prorated from Commencement date. |
| Long term incentives (LTI) | LTI opportunity: 50% of Total Fixed Remuneration at target, 100% at stretch, subject to plan rules as disclosed in CFK Annual report 2024 and offer terms. Prorated from Commencement Date. |
| Termination | Either party may terminate the employment contract by providing six months written notice, or in the case of the Company, payment in lieu of notice or a combination of part notice and pay in lieu up to a total of six months. The Company may terminate the employment contract at any time without notice if serious misconduct has occurred. Payment will be up to the time of termination only. |
| Leave | Eligible for statutory leave entitlements including annual and long service leave |
| Restraint | Mr Simonet is restrained from directly or indirectly competing with any business operated or majority owned by Collins Food Limited or any Collins Foods Group company for up to 12 months after resignation by Mr Simonet or termination of his Employment for cause, and 6 months after termination of his Employment without cause. |

About us

Collins Foods Limited (ASX: CKF) is a KFC and Taco Bell franchisee in Australia, KFC Netherlands corporate franchisee and KFC franchisee in Germany. The Company seeks continuous improvement in all areas of its operations and work towards the following mission: "Restaurants Done Better." For further information please visit www.collinsfoods.com