

17 December 2014

By electronic lodgement

The Manager
ASX Market Announcements
ASX Limited
Level 4, Exchange Centre
20 Bridge Street
SYDNEY NSW 2000

Dear Sir/Madam

**ASX Announcement
InvoCare Limited (IVC)
InvoCare Appoints New CEO to Oversee Growth Plans**

Please find attached an announcement titled "InvoCare Appoints New CEO to Oversee Growth Plans" for release to the market.

Yours faithfully



Phillip Friery
Company Secretary

Market Release

InvoCare Appoints New CEO to Oversee Growth Plans

Wednesday, 17 December 2014: InvoCare Limited, the largest private funeral, cemetery and crematorium operator in the Asia Pacific region, has appointed Mr Martin Earp as Chief Executive Officer from 1 May 2015 to oversee the next stage in its growth and development.

Mr Earp, who is currently Global Chief Executive Officer of Campus Living Villages, will succeed Mr Andrew Smith who is leaving the company to pursue further corporate opportunities after completing his contract on 30 April 2015.

Chairman, Mr Richard Fisher, said Mr Smith has made an outstanding contribution to the Company during his nine years working with it. He has led by example with his commitment to service excellence and his focus on supporting communities in which the Company operates. He has also worked hard to continue the promotion of the Company's portfolio of brands, including White Lady Funerals and Simplicity Funerals.

"Most significantly, the contribution which Andrew Smith has made to the Company during his six years as its CEO is that it has almost doubled in size. This has been assisted by a successful greenfield expansion program and the completion of many acquisitions, including, importantly, Bledisloe in 2011, which was the second largest operator in Australia and market leader in New Zealand. These activities have helped cement InvoCare as a Top 150 company on the ASX with a market capitalisation today of \$1.3 billion."

Mr Smith said he felt privileged to have led and worked with such a dedicated and talented team. That team, in more recent times, has taken the Company on a digital and technology journey which will see it providing relevant and innovative solutions to families well into the future.

"The employees of InvoCare are an outstanding group of people who take great pride in assisting families at a very difficult time in their lives. I will be leaving the company in a very strong position that will allow it to explore further options in its next phase of growth and I wish it well."

Mr Fisher said this change in the Company's leadership comes at a time when it has a strong operating footprint, solid revenues, strong cash flows and a very healthy balance sheet. These circumstances put it in an excellent position to consider its options for the next 3-6 years and beyond.

“The board of directors has identified the professional skills needed, not only to maintain and further develop its existing core businesses and strengthen InvoCare’s regional reach, but also the ability to spearhead further growth initiatives.

“We believe Martin Earp has the calibre to fulfil these requirements, having gained extensive knowledge and experience during his career, especially in driving the development of new business opportunities, bringing cultural change and enhancing existing organisational business practices and operational performance.

“Mr Earp has demonstrated strengths and track record in management leadership and growth in regional operations with the expertise and strong focus on innovative customer service.”

Mr Martin Earp, whose previous roles have included senior management positions at Transfield and Steer Davies Gleave as well as being Chief Executive Officer of Australian Bio Diesel Company, said he looked forward to joining InvoCare.

“As a market leader respected for filling a vital need in the community, InvoCare has achieved so much and there will be scope to build on its strengths, consider fresh areas of operations and importantly maintain high standards of customer service.”

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