

Coast Entertainment Holdings Limited (ACN 51 628 881 603)



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ASX RELEASE

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Coast Entertainment Board changes

Retirement of Brad Richmond

The Board of Directors of Coast Entertainment Holdings Limited (ASX: CEH) today announces that Mr Brad Richmond, one of the Company's US based directors, will retire from the Board at the upcoming AGM after more than 6 years as a director to focus on his increased executive commitments in the US.

Coast Entertainment's chairman, Dr Gary Weiss AM said:

"Brad has been a dedicated and valuable member of the Board for the past 7 years and leaves a significant and lasting impression on the Group. I would like to sincerely thank Brad for his considerable contribution to the Group. Brad joined the Board at the same time as I did and was instrumental in overseeing the impressive turnaround and growth of the Main Event Entertainment business and then assisting management to steer this business through the challenging Covid pandemic period before the highly successful sale by the Company in June 2022. Brad has also played an integral role in the recovery of our domestic Theme Parks & Attractions business through some challenging periods".

Appointment of Jemma Elder

The Board is also pleased to announce the appointment of highly regarded and experienced South East Queensland businesswoman Jemma Elder as an independent Non-Executive Director of the Company, effective from today. The Company will formally seek shareholder approval for Ms Elder's appointment to the Board at the upcoming Annual General Meeting on 6 November 2024.

Jemma is an experienced senior executive with a 20 year career in roles focused on business strategy and growth, technology and e-commerce, sales and marketing. She has grown her expertise in board and senior management positions across diverse industries including leisure, aeromedical aviation, health, retail and professional sport.

Ms Elder is a former Managing Director with the Publicis Groupe, one of the world's largest communication agencies, and held senior executive positions with Dreamworld, WhiteWater World and previously owned Group businesses, Goodlife Health Clubs and AMF Bowling.

A brief overview of Jemma's curriculum vitae including her current Board and advisory roles is contained in the Schedule.

Coast Entertainment's chairman, Dr Gary Weiss AM said:

"On behalf of my Board colleagues, we welcome Jemma to the Coast Entertainment Board. Jemma joins the Group at an exciting time as our new Rivertown precinct at Dreamworld is set to open in the coming months and we continue to invest in our Theme Park & Attractions

business more broadly. Jemma's skillset, experience and local knowledge will be invaluable to the Board and management as we position the Group for continued growth".

Newly appointed Director, Jemma Elder said:

This is an exciting time to be joining the Coast Entertainment Holdings Board, particularly given the investment plans for Dreamworld that promise to deliver an even better guest experience for visitors from around Australia and overseas.

As with all service industries, consumer expectations are evolving and I have been watching with keen interest how Coast's management team is rejuvenating Dreamworld and SkyPoint to continue to build trusted destination landmarks for Australia.

My long-standing affinity with Coast Entertainment assets comes from having worked for Dreamworld very early in my career. I am keen to bring my insights and commitment to the experienced Board of an organisation which has helped shape my professional journey.

Authorised for release by the Board of Coast Entertainment Holdings Limited

Chris Todd
Group General Counsel and Company Secretary
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Schedule – Jemma Elder Background

- Jemma is a graduate of the Australian Institute of Company Directors and holds a Bachelor of Business Administration (B.B.A.), Marketing and International Business - Queensland University of Technology. Jemma is also a Tourism Graduate, International Attractions & Amusement Parks Association (IAAPA).
- Jemma is presently Group Executive and Chief of Partnerships for LifeFlight, the largest aeromedical service in the southern hemisphere.
- Jemma is currently an independent Non-Executive Director of both the Australian Road Safety Foundation (since March 2023) and the Gold Coast Titans professional rugby league club (since January 2021) and is an advisory Board member to personalised number plate businesses, myPlates and TasPlates.
- Jemma was previously an independent Non-Executive Director on the Boards of the Queensland Eye Institute Foundation and South Bank Medical Group.
- She is a former Managing Director with the Publicis Groupe, with responsibilities including the personalised number plate businesses in Queensland and New Zealand, and held executive management roles with Dreamworld, SkyPoint and previously owned Coast Entertainment Group businesses Goodlife Health Clubs and AMF Bowling. She started her career in tourism marketing, having held roles at Tourism and Events Queensland and Waterbom Park in Indonesia.