

## MARKET ANNOUNCEMENT

14 December 2020

### Guy Horrocks appointed Independent Director

**AUCKLAND, 14 December 2020:** The Board of NZME Limited (NZX: NZM, ASX: NZM) ("**NZME**") advises that it has appointed Guy Horrocks as an Independent Director effective from Monday 8 February 2021.

Barbara Chapman, NZME's Chairman, said, "I am delighted to welcome Guy Horrocks to the NZME Board. Guy brings a background in successfully growing digital businesses, strong capability in the commercialisation of data and a focussed entrepreneurial mindset to our Board.

"We very much look forward to the challenge Guy will bring as we continue to successfully navigate the disruption and digitisation of our sector," said Chapman.

Horrocks established himself as an early pioneer of the mobile app industry co-founding the world's first commercial iPhone app company in 2007, Polar Bear Farm.

With clients including Expedia, DreamWorks, HBO, OREO, CNN, Time Magazine, as well as The New Zealand Herald, Horrocks helped launch over 100 mobile apps with his award-winning mobile agency Carnival Labs, many of which were featured by Apple. Carnival subsequently launched a mobile marketing automation platform that was acquired by Sailthru in 2016.

Horrocks has since launched a new real-time data warehouse called SOLVE and after almost a decade in New York returned to New Zealand in March with his family.

"I'm extremely excited to be joining the Board of NZME, especially at a time where the company is so uniquely placed to avail itself of the opportunities of this changing environment," said Horrocks.

The Board of NZME has determined that Mr Horrocks will be an Independent Director in accordance with NZX Listing Rule 2.6.1.

Under NZME's constitution, Mr Horrocks will be required to retire at the next Annual Shareholders' Meeting. He will stand for election by shareholders at that meeting.

The appointment of Mr Horrocks to the NZME Board brings the total number of directors to five, with the Board now comprising three women and two men.

### ENDS

Authorised by the Board of NZME.

### For further information:

Cliff Joiner  
GM Communications  
NZME  
M: +64 21 270 9995  
Email: [cliff.joiner@nzme.co.nz](mailto:cliff.joiner@nzme.co.nz)