

**KMD BRANDS LIMITED**  
**ASX / NZX / Media Announcement**

1 May 2026

**KMD Brands Limited announces Chair transition and Board renewal**

KMD Brands Limited (**NZX/ASX: KMD**, “**KMD**” or the “**Group**”) announces that Non-Executive Director Philip Bowman has been elected as Chair of the Board, effective today, Friday 1 May 2026. Mr Bowman succeeds David Kirk, who announced on 31 March 2026, his intention to step down as Chair.

Philip Bowman is a highly experienced global business leader. He brings deep expertise in leading complex businesses, driving performance improvement, and strengthening governance through periods of transformation. Mr Bowman is currently Chair of NZX-listed Sky Network Television, Chair of Tegel Group Holdings and an independent director of Amsterdam-listed Ferrovial SE.

The Board notes that the Group’s new Next Level turnaround strategy is beginning to deliver positive momentum and remains confident in the Group’s strategic direction. The short-term focus is to sustain and build on this initial momentum whilst continuing to lift consistency of execution across all brands. The Board intends to provide a market update on Q3 trading and progress against critical KPIs that measure the delivery of the Next Level plan no later than the last week of May 2026.

**Mr Philip Bowman, Non-Executive Director, KMD Brands said:**

“KMD Brands has strong brands, a recently refreshed senior management team, and a clear new strategic direction through the Next Level turnaround plan. As evidenced by the H1 Result the Company is beginning to rebuild positive momentum after a difficult period. As Chair, my focus will be to set clear priorities, to monitor execution against these priorities, and to hold Management accountable for delivering results against our Next Level objectives, to generate long-term value for shareholders.”

As part of Mr. Bowman’s election as Chair, the Board has commenced an active program of Board renewal. A search for two new Non-Executive Directors is underway, supported by an external search firm. The Board renewal process is focused on identifying directors whose skills and experience will strengthen governance, support performance and provide additional optionality for longer term Chair succession.

Mr Kirk will remain on the Board for a transition period, until the appointment of an additional New Zealand-based Non-Executive Director, to maintain compliance with the NZX Listing Rule requirement for two directors ordinarily resident in New Zealand. The Directors thank Mr Kirk for his leadership of the Board over the past 12 years during some challenging times including the Covid epidemic and a prolonged period of economic downturn in New Zealand.

Mr Zion Armstrong has also advised the Board of his decision to resign as a Non-Executive Director effective 1 May 2026, to focus on his role as Chief Executive Officer at Jamie Kay Group. The Board thanks Mr Armstrong for his contribution.

ENDS

For media and investor enquiries, please contact [enquiries@kmdbrands.com](mailto:enquiries@kmdbrands.com) or Frances Blundell, Chief Legal & ESG Officer and Company Secretary [companysecretary@kmdbrands.com](mailto:companysecretary@kmdbrands.com)

