

1 July 2026

## Completion of KWB Group Leadership Transition

Joyce Corporation Ltd (Joyce Group) confirms that the structured 12-month leadership transition plan for KWB Group Pty Ltd (KWB Group) has been successfully completed.

Effective 1 July 2026, John Bourke will transition from Managing Director of KWB Group to Non-Executive Director. Cameron Crowell will be formally appointed Chief Executive Officer of KWB Group, following his appointment as Deputy CEO in June 2025 and his active role in the transition over the past 13 months (*ASX Announcement 8 April 2025 - Phased Transition of KWB Group Managing Director to Non-Executive Director and appointment of Deputy CEO*).

The orderly transition has enabled a seamless handover of responsibilities, with John working closely with Cameron and the KWB executive team to support continuity across the business. Cameron assumes the CEO role with deep knowledge of KWB's operations, people, customers and growth opportunities.

Joyce Group Chair Jeremy Kirkwood thanked John for his significant contribution to KWB Group as Managing Director and co-founder.

“John has been pivotal in building KWB Group into a clear market leader in the Australian kitchen and wardrobe renovation market. We are deeply grateful for his leadership, commercial focus and commitment to the business over many years.

John remains a significant shareholder in KWB Group and will continue as a director and valued board member. His ongoing involvement provides continuity and gives the business continued access to his experience, knowledge and judgement.

We are also very pleased to confirm Cameron's formal appointment as CEO. Over the past 13 months, Cameron has firmly established himself as Deputy CEO, developed strong relationships across the team, the business and key suppliers, and demonstrated the capability, judgement and commercial discipline required to lead KWB Group. He is a well credentialed leader of the business and is well placed to guide KWB Group through its next phase of growth and operational development.

I wish John a very happy and relaxing retirement and Cam every success as he takes full executive responsibility for KWB.”

**ENDS**



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This announcement has been authorised  
for release by Joyce's Board of Directors

