

KMD Brands Limited

ASX / NZX / Media announcement

7 July 2026

KMD Brands Limited appoints global retail and transformation leader as non-executive director

KMD Brands Limited (ASX/NZX: "KMD", "KMD Brands" or the "Group") today announces the appointment of Ian Morrice as an independent non-executive director to the Board, effective 20 August 2026, following the Board renewal process announced in May 2026.

Mr Morrice brings more than 30 years of senior leadership, business transformation and strategic advisory experience across the retail, consumer and wholesale sectors in New Zealand, Australia, the United States and United Kingdom.

He is best known for his leadership of large publicly listed businesses, including as Group Chief Executive Officer of Metcash Limited and Chief Executive Officer of The Warehouse Group, where he led business transformation initiatives, strengthened organisational capability and delivered shareholder value.

His extensive experience in retail operations, consumer markets, strategic growth, business transformation and capital allocation will be highly valuable as KMD Brands continues to execute its Next Level strategy.

Philip Bowman, Chair, KMD Brands commented:

"We are delighted to welcome Ian to the KMD Brands Board. Ian has an outstanding track record leading and transforming major retail and consumer businesses across New Zealand and Australia. His deep operational and strategic expertise, together with his extensive governance experience and strong focus on shareholder value creation, will further strengthen the Board as we continue to execute our Next Level strategy and evaluate other opportunities to accelerate value generation for shareholders."

Ian Morrice, Non-Executive Director, KMD Brands commented:

"KMD Brands owns a portfolio of highly regarded outdoor and lifestyle brands with significant potential. Throughout my career I have worked with retail and consumer businesses to improve performance, strengthen customer relevance and deliver sustainable growth. I look forward to contributing that experience as the Group delivers its Next Level strategy and develops opportunities to create long-term value for shareholders."

As required by the Group's constitution and the NZX Listing Rules, Mr Morrice will hold office until the KMD Brands Annual Shareholders' Meeting following the effective date of his appointment, at which time he will resign and stand for election.

In accordance with Listing Rule 2.6.1, the Board has determined that Ian Morrice is an independent director of the Company.

ENDS

For media and investor enquiries, please contact enquiries@kmdbrands.com

or

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This announcement has been authorised for release to NZX / ASX by the Board of Directors of KMD Brands Limited.

