



29<sup>th</sup> July 2022

### **Announcement of Appointment of additional Senior Management Role**

The directors of Just Life Group are pleased to announce the appointment of Katie Ludman to the new position of 'General Manager – Healthy Living', reporting to the Chief Executive.

A parallel role of 'General Manager – Healthy Homes', Luan Howitt, was appointed earlier in the year, and this new appointment now completes the composition of the Executive Leadership Team

Katie is currently the Head of Digital Experience at Public Trust, and will spearhead the growth of the Just Water, About Health and Intenza brands.

Tony Falkenstein, CEO, noted "Katie's previous marketing and digital leadership roles, in particular her vast knowledge and experience in digital marketing and ecommerce, bodes well for the future of Just Water and the online dietary supplements business."

Tony Falkenstein  
Chief Executive Officer & Executive Director  
E: [TonyF@justlife.co.nz](mailto:TonyF@justlife.co.nz)  
M: +64 21 950 856