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## **MARKET STATEMENT**

22 August 2023

### **GM NZ Markets appointment**

Livestock Improvement Corporation (NZX: LIC) announces the appointment of Kellie Burbidge to the role of GM NZ Markets.

Reporting to the Chief Executive, Kellie will be responsible for the strategic direction of the farmer-owned co-op's sales, marketing, and customer relationships. This includes leading a nationwide team of sales managers and the National Accounts, Marketing & Products, and Customer Experience Centre portfolios.

Kellie is an accomplished leader with a strong background in the dairy sector. Kellie's previous roles have included Head of Dairy Strategy for ANZ, as well as General Manager for Commercial and Agri (Waikato and Bay of Plenty) for ANZ. Most recently, Kellie was General Manager for Eat My Lunch.

LIC Chief Executive, David Chin, said: "We're delighted to welcome Kellie to the team. Kellie brings a lot of energy and enthusiasm, and her expertise in people leadership and strategic thinking within the dairy sector will be a real asset to our co-op and farmer shareholders."

The appointment follows the resignation of current GM NZ Markets Malcolm Ellis (NZX: 8 May 2023), who first joined the co-op in 2011.

Kellie's first day with LIC will be Monday 30 October.

**ENDS**

#### **Contact**

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#### **About LIC**

LIC is a farmer-owned co-operative and world leader in pasture based dairy genetics and herd management. LIC exists to deliver superior genetics and technological innovation to help its shareholders sustainably farm a profitable animal. With origins dating back to 1909, LIC has a long history of developing and delivering world-leading innovations for the dairy industry. The co-op continues to be one of the sector's biggest private investors in research and development. Today the New Zealand-based co-op employs more than 700 permanent staff, swelling to 2000 during the spring peak dairy mating season. LIC also has offices in the United Kingdom, Ireland and Australia. All LIC profit is returned to its farmer owners/shareholders in dividends, or reinvested for new solutions, research and development. [www.lic.co.nz](http://www.lic.co.nz)