

# KMD Brands Limited

## ASX / NZX / Media announcement

5 March 2025

### New Group CEO Transition

KMD Brands Limited (ASX/NZX: **KMD**, **KMD Brands** or the **Group**) advises that, further to the announcement on 2 October 2024, Brent Scrimshaw will commence as Group Chief Executive Officer (CEO) and Managing Director, KMD Brands, on Monday 24<sup>th</sup> March 2025 based at the KMD Brands corporate office in Melbourne.

Scrimshaw commented: "I'm energised by the opportunity that lies ahead as I step into the Group CEO role. Having spent 30 years building brands around the world, I'm excited to enable a strategic focus on deepening our consumer connections through bold and innovative product, all while amplifying the unique identity of our iconic brands. I look forward to collaborating with our talented teams to unlock KMD Brands' next phase of growth."

Outgoing Group CEO, Michael Daly, will step down from his role as Director of KMD Brands on Tuesday 25<sup>th</sup> March 2025, and will complete a transition period together with Brent until Friday 4<sup>th</sup> April 2025, including participating in the Group's first half results announcement on Wednesday 26<sup>th</sup> March 2025. The Board thanks Michael for his commitment to the Group and 20+ years of service to Rip Curl.

ENDS

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