

**KMD BRANDS LIMITED**  
**NZX / ASX**

16 October 2024

## **KMD Brands announces Rip Curl brand CEO resignation**

KMD Brands Limited (NZX/ASX: **KMD**, **KMD Brands** or the **Group**) advises that Brooke Farris has given notice of her resignation as Rip Curl brand CEO.

KMD Brands Group CEO Michael Daly said, "Brooke has been dedicated to the success of Rip Curl for 14 years. As CEO, she has achieved record sales and grown the women's business significantly. Brooke leaves Rip Curl well positioned for its next phase. We wish her all the very best."

Brooke Farris said, "After 14 years at Rip Curl, and over three of those in the CEO role, the time feels right for a break and new opportunities. It has been an honour to lead this iconic brand, and I'm confident Rip Curl will continue to be the ultimate surfing company."

An external global search has commenced for a replacement. KMD Brands Group CEO Michael Daly will act as interim Rip Curl CEO during the transition.

ENDS

For further information, please contact:

Carla Webb, KMD Brands

E: [enquiries@kmdbrands.com](mailto:enquiries@kmdbrands.com)

**KMD**  
BRANDS

**KMD BRANDS LIMITED** W [kmdbrands.com](http://kmdbrands.com)

