



27 September 2019

Appointment of Head of Sales

- NZS appoints a dedicated Head of Sales who will drive the Company's plans to expand its distribution channels and increase sales volume.

New Zealand Coastal Seafoods Limited (ASX: NZS) (the 'Company' or 'NZS') is pleased to announce the appointment of Anna-Lee Fraser to the newly created role of Head of Sales. Anna-Lee will support the Company's strategy to further penetrate new Asian markets and expand sales in existing markets.

Anna-Lee joins NZS with 17 years' business development and account management experience in the food and beverage industry. Over the last 5 years, she has led export sales and operations between New Zealand and Asia, managing both branded and private label contracts across China, Hong Kong, Singapore, Vietnam, Cambodia, South Korea and Australia. Doubling as Operations Manager in her previous role, Anna-Lee also brings extensive knowledge of the supply chain, risk and compliance requirements for export products into Asia, which will support her negotiations with new customers and drive efficient communications between sales and operations in the business.

"As we look to expand our distribution partnerships and establish direct supply agreements in both existing and new Asian markets, Anna-Lee brings an abundance of market knowledge and sales strategy that will support us in building and scaling our relationships in China, Hong Kong and a number of other strategic Asian markets. In line with our plans to expand sales capacity of both our existing product range and new high-value FMCG lines, bringing Anna-Lee on board will add additional knowledge of FMCG product development and export requirements for the Asian consumer." – CEO, Peter Win.

Anna-Lee will join the businesses in November with immediate responsibilities that include:

- Managing contract negotiations and agreements with large scale distributors of both raw ingredient and ready-to-eat product lines

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- Developing new sales opportunities and direct relationship with restaurants, supermarkets and online retailers across New Zealand, Australia and Asia
- Leading sales strategy for NZS across markets including presence at key trade events, margin improvement initiatives and new product development

Further information:

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About New Zealand Coastal Seafoods

NZS is an ASX listed, secondary producer of seafood products and premium marine ingredients, operating from Christchurch, New Zealand.

Harnessing the countries reputation for pure, pristine waters and fisheries provenance, NZS utilise raw ingredients sourced from New Zealand's finest deep sea fishing companies, employing a nose-to-tail philosophy to create a range of high-value products.

Our mission is to share the sought-after flavours of sustainably-sourced, nutritious, healthy and organic goodness of New Zealand's seafood with Asian consumers, through expanding distributor, wholesale and consumer channels.

NZS's growth strategy is focused on increasing production and sales of its flagship, collagen-rich, dried ling maw range and developing high-value ready-to-eat, FMCG products for export into new and existing markets.

Please visit nzcs.co for further information.

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