



8 October 2019

Appointment of Chief Financial Officer

- NZS completes its Executive Management Team with the appointment of experienced senior financial manager Rob Wells as CFO starting October 29

New Zealand Coastal Seafoods Limited (ASX: NZS) (the 'Company' or 'NZS') is pleased to announce the appointment of Rob Wells as Chief Financial Officer ('**CFO**') to support the Company's Executive Management Team to deliver the Company's growth and expansion strategy.

Rob joins NZS with a wealth of experience in systems development, reporting and measurement in the manufacturing industry. With experience in both the UK and New Zealand, Rob has worked with multi-million dollar organisations operating across regions, managing multi-currency environments and delivering portfolio performance and forecasting to equip executive decision making. He also brings a depth of knowledge in capital forecasting, cost analysis and risk management which will further support the Company to achieve its expansion goals.

CEO Peter Win commented "Following our recent COO and Head of Sales announcements, the addition of Rob as CFO completes a series of key senior leadership appointments which will further bolster the proficiency of our business. Bringing considerable experience in financial and production management, we look forward to Rob joining the team in the coming weeks."

The Company looks forward to leveraging Rob's considerable experience in financial leadership in his role as CFO. Rob will lead the Company on:

- Financial analysis and cost management as we expand our product lines and distribution channels
- Establishing financial and production management systems to support our future expansion plans
- Financial control, reporting and analysis to the CEO and Board to support key decision making
- Stewardship of the Company's assets and cash management during the execution of NZS' growth strategy
- Cost minimisation to drive operational efficiencies and profit

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ASX Announcement

NEW ZEALAND
COASTAL SEAFOODS



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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.

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