Forbidden Foods Limited ASX: FFF

ASX Announcement

1 July 2022

Forbidden Foods completes Board Renewal

Forbidden Foods Limited (ASX: FFF) ("Forbidden Foods" or "the Company"), has appointed Anthony Rowlinson, Katie Eshuys, and Justin O'Sullivan to its Board, effective immediately.

Mark Hardgrave will step down as Chair of the Company and resign as a director, and non-executive director Colleen Lockwood will also resign as a director, effective immediately.

Anthony Rowlinson will succeed Mark Hardgrave as independent, Non-Executive Chair.

Katie Eshuys and Justin O'Sullivan will be appointed as independent, Non-Executive Directors.

Forbidden Foods Chief Executive Officer, Marcus Brown said: "Mark and Colleen were instrumental in navigating the Company's listing in August 2020 and we thank them for their contribution since then.

"With Forbidden Foods now entering a growth-phase where both existing and new innovative products are being rolled out across new channels and geographies, ensuring the Board comprises the necessary mix of skills and experience is paramount.

"All three Board members bring a breadth of knowledge, real-world experience and have particular expertise in developing major retail relationships and scaling global brands.

"We understand the value of having people who have 'been there, done that', so having people on our team who have successfully navigated major markets, driven major brands globally, and possess extensive networks within the global FMCG industry will add significant value to Forbidden Foods and will accelerate opportunities for our brands.

"We welcome the new Board members Anthony, Katie, and Justin and we are confident with these appointments Forbidden Foods is very well positioned to execute on its extensive product development and retail channel expansion plans."

Anthony Rowlinson

Anthony Rowlinson has extensive international experience in senior executive roles in many leading FMCG companies including Simplot, Coca Cola, International Paper and Bristol Myers in Australia, the United Kingdom, and Southern Africa. He has a strong record of effective leadership across key business functions, whilst demonstrating the ability to engage and build a strong rapport with major customers and other key stakeholders.

Anthony is currently the CEO of Fenn Foods, a leading Australian plant-based foods company, and Managing Director and Founder of Invita Group, a consulting group specialising in M&A and launching Australian brands into the United States. He was previously CEO and Managing Director of The Food Revolution Group (ASX: FOD).

Anthony has completed the Senior Executive Program at London Business School, MAP from University of Witwatersrand and Grad Dip in Marketing from the Institute of Marketing Management.

Katie Eshuys

Katie Eshuys is an experienced executive in the global food and beverage industry, specialising in scaling emerging brands and delivering global revenue growth with a passion for ushering in the next wave of bold, innovative CPG products, and continuing to accelerate global expansion for high growth brands.

Katie is currently the Chief Sales Officer at Los Angeles based That's it., where she has expanded the brand internationally across 7 countries, elevated the product portfolio, and has driven high revenue growth in the competitive North American market, scaling the company significantly to now be triple the size.

Katie was previously the General Manager of International Markets at Halo Top Creamery, where Katie led the international expansion focussed on accelerating disruptive entry into 8 countries whilst also leading financial initiatives to ensure sustainable P&L growth. She was also previously a buyer at Coles in Australia and was also the National Strategic Sales Director for Treasury Wine Estates (ASX: TWE).

Her extensive experience in the CPG industry has enabled Katie to develop and execute strategic partnerships with the world's largest retailers across multiple channels including Tesco, Walmart, Costco, Amazon, Target, Sainsbury's, and Aldi. Katie is notorious for building brands, attributed to her ability to lead across key business functions to deliver consumer led product solutions.

Katie has completed a Bachelor of Commerce from Deakin University.

Justin O'Sullivan

Justin O'Sullivan is an experienced international FMCG business manager with a demonstrated history of developing sophisticated sales and marketing strategies, whilst building strong teams. Justin is currently Head of Operations and a member of the Australian leadership team at Red Bull Australia.

Justin was previously National Business Manager for Red Bull Australia for over six years, with full strategic responsibility for financial sales, supply chain, trade marketing, digital and category management of the Australian retail channel including Woolworths, Coles, Metcash, Aldi, Costco, and Amazon. He was also previously the National Business Manager at Snack Brands Australia, a manufacturer of iconic Australian snack food brands such as Thins, Kettle, Natural Chip Company, Samboy, Cheezels, CC's and French Fries overseeing sales of approximately $120 million.

Justin is highly skilled in formulating strategic sales plans, customer insights, marketing plans, trade marketing, financial management, negotiation, and national/key account management with Australia's largest Retailers.

Justin has completed a Bachelor of Commerce from the University of Western Sydney / Utah State University.

This ASX announcement has been approved for release by the Board of Directors of Forbidden Foods Ltd.

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