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**Media Release**

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**New Zealand's Oldest Listed Company Sanford, Adds Global Marketing Expertise to its Board of Directors**

Sanford Limited (SAN) has announced that Peter Cullinane will join its board of directors from February 1<sup>st</sup>, 2019.

Paul Norling, the Chairman of Sanford Limited, says he is delighted to announce the appointment and believes Mr Cullinane brings a very valuable skillset to the company.

“His experience in the areas of innovation, brand development and marketing will be a great addition to Sanford, as the company progresses its transition to a higher end value added seafood business, and also beyond just seafood, into marine-based nutraceutical products and more.”

Mr Cullinane's experience includes the leadership of Saatchi and Saatchi's New Zealand operations, from where he progressed to become the global Chief Operating Officer of this leading and influential international entity. Since then he has formed and grown other successful businesses, most notably Lewis Road Creamery which has become a stand-out innovator in the chilled food sector.

Volker Kuntzsch, Sanford's CEO says that this, along with his other extensive business experience, makes him an ideal fit with Sanford and its strategic path forward.

“We are a business with a focus on growth and sustainability, proud to be providing beautiful New Zealand seafood to our country and the world. Telling the story of our amazing products is a key part of our strategy and it will be great to have Peter on board to help guide us.”

Peter also has extensive public company director experience in both New Zealand and Australia which includes the current chairmanship of NZME Group.

He says he is delighted to be a part of Sanford and hopes to contribute as much as possible to its future growth.

“I'm excited to begin working with a team of people who are so clearly passionate about the future of seafood and the other products we can create from New Zealand's oceans. Sanford has several great brands either just launched or in development, so this is a

fantastic time to join the board of this great company and I hope to be able to make a real difference.”

Mr Cullinane will replace retiring board member Bruce Goodfellow.

\*\*\*ENDS\*\*\*

For more information or to arrange interviews, please contact:

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**About Sanford:**

Sanford is New Zealand’s largest and oldest seafood company. It was first listed on the New Zealand Stock Exchange in 1924. It works in both fishing and aquaculture and operates out of 11 New Zealand sites from Stewart Island to Auckland. Sanford is focused on sustainability and innovation and has recently invested in Enzaq, a Greenshell™ mussel powder business and also in developing the technology to extract collagen from hoki skins for use in medical and beauty products.