



14 December 2018

NZX Continuous Disclosure

Peter Cullinane to join the Sanford Board

Paul Norling, the Chairman of Sanford Limited, is very pleased to announce that Peter Cullinane will join the Sanford Board effective 1 February 2019. This appointment is a consequence of Mr Bruce Goodfellow's retirement which will take effect at the conclusion of today's Annual General Meeting of the Company.

Mr Cullinane's undoubted skillset and career experience in the areas of innovation, brand development and marketing will provide 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 resource-based nutraceutical products and more.

His career background 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. Subsequent to this 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 – this, along with his other extensive business experience, makes an ideal fit with Sanford and its strategic pathway forward.

Peter also has extensive public company director experience in both New Zealand and Australia which includes the current chairmanship of NZME Group. Peter is considered by the Board to be an Independent Director.

Paul Norling
Chairman