



30 August 2013

NZX and Media Release

The Chairman of Sanford Limited, Mr Jeff Todd, announced today the appointment of Mr Volker Kuntzsch as Chief Executive Officer of Sanford Limited. Mr Kuntzsch will succeed Mr Eric Barratt, Managing Director, whose retirement was announced to shareholders at the Company's Annual General Meeting in January 2013.

Mr Kuntzsch will take up his new appointment in early December 2013.

Continuing a distinguished international career in the fishing industry spanning 25 years, Mr Kuntzsch is currently President of Nippon Suisan (USA) and President and CEO of King and Prince Seafood Corp in Brunswick, Georgia, USA. Former industry appointments include Global Marketing Director for Nippon Suisan Kaisha Ltd, Tokyo, Managing Director of Hangana Seafood, Namibia, and senior roles with Unilever Europe in Germany and the United Kingdom.

Mr Kuntzsch was educated in South Africa where he gained a Master of Science from the University of Stellenbosch.

Mr Todd noted Mr Kuntzsch's international track record and global reputation in the industry, emphasising his background in a wide range of challenging senior management roles. His experience and achievements in developing awareness of seafood sustainability through development of Marine Stewardship Council (MSC) certification will further strengthen Sanford's commitment to 'sustainable seafood'. Mr Kuntzsch played a key role in the early accreditation of New Zealand's hoki fishery to MSC certification and is well known to many executives in Sanford and the New Zealand fishing industry.

Mr Kuntzsch is married with four children.

Mr Barratt will work with and assist Mr Kuntzsch for the brief period of transition before retiring from the Company at the end of 2013.

Photo attached.



Regards

A handwritten signature in black ink, appearing to read "Jeff Todd", with a horizontal line underneath.

Jeff Todd
Chairman