



21 May 2014

GREENCROSS LIMITED (ASX: GXL) Announcement Greencross appoints New Chief Financial Officer

Greencross has appointed Martin Nicholas as its new Chief Financial Officer.

Prior to joining Greencross, Martin most recently held the position of Chief Financial Officer of Sterling Early Education, which successfully executed a roll up strategy in the Australian childcare sector. He previously held the role of Chief Financial Officer at Study Group International, a private equity owned education business, and served as Group Finance Director for Rentokil Initial PLC, a multinational services business listed on the London Stock Exchange. Martin also spent over 20 years in FMCG with Unilever in the United Kingdom, Asia and Australia.

Greencross' current Chief Financial Officer, Wes Coote, will be departing the Company to pursue other opportunities.

Commenting on the appointment, Mr Jeffrey David, Chief Executive Officer of Greencross, said that he was very pleased to be welcoming Martin to the company.

"In this exciting phase of the company's growth, I am delighted to be able to bring on board someone with Martin's financial expertise and public markets experience. I am confident that Martin will effectively lead Greencross' financial reporting and planning function."

"I would also like to thank Wes for his commitment over the past few years and wish him well in his future endeavours."

"I believe that Martin will strengthen and complement our existing senior management team and will make an excellent fit for Greencross' culture and core values."

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ABOUT GRENCROSS

Greencross is Australasia's largest integrated consumer facing pet care company.

Established in 1994, Greencross Vets owns and operates Australia's largest network of veterinary practices with over 100 clinics including general practices, specialty and emergency centres, pathology labs and pet crematoria.

Greencross Retail is Australasia's leading specialty pet care retailer with over 130 stores, operating under the Petbarn brand in Australia and the Animates brand in New Zealand. In addition to selling pet food and accessories through its store network and online platform, Greencross Retail also offers a wide range of pet services including grooming, dog washing, boarding and pet adoption.

Greencross' strategy is to continue to consolidate the fragmented veterinary services, pet food and pet accessories markets in Australia and New Zealand. Greencross is focused on delivering exceptional veterinary care, specialist advice and quality medicine, services and products to pets and their families.

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