

Bellamy's Appoints New CFO

Bellamy's Australia Limited (**Bellamy's**) is delighted to announce the appointment of Ms Shona Ollington to the role of Chief Financial Officer for Bellamy's and its associated entities in Australia, China and South East Asia.

This appointment is in response to the needs of the businesses growth plans and will allow the outgoing Chief Financial Officer, Brian Green, to focus on the role of Company Secretary. Brian will also continue to bring his knowledge and insight to the business by providing ongoing support to the finance and accounting team.

Shona, an experienced finance professional, will commence with Bellamy's on 18 August 2014 after a 16 year career with KPMG. Shona has been a Director at KPMG since 2011 working in business services, taxation, business restructuring and business valuation. Her client experience covers a wide range, including some small business, but primarily companies with turnovers between \$60M to-100M, ranging through to corporates with turnovers of up to \$300M, across a diverse range of industry sectors.

Shona was also a member of KPMG's Private Enterprise Management Team, taking an active lead in the review of KPMG Tasmania, divisional and individual KPI's and financial



analysis relevant to internal KPMG business operations. Shona was also instrumental in the development of the KPMG Tasmania Business Valuation Practice, an innovative and highly successful practice area that has provided advice to Government and State owned organisations.

Shona is also an advisor to the Board of the University of Tasmania Academy Gallery. She holds a Master of Applied Finance (Kaplan Professional), is a Fellow of The Taxation Institute of Australia, has a Graduate Diploma of Financial Planning (Securities Institute of Australia), and is a Member of the Institute of Chartered Accountants in Australia. In addition she has obtained a Bachelor of Commerce with majors in Accounting & Human Resources Management from the University of Tasmania.

Shona was a finalist in the Telstra Tasmanian Business Women's Awards (Corporate, Innovation and Young Business Women categories) in 2010.

Bellamy's welcomes Shona as a new member of the management team.

Laura McBain
Managing Director and CEO

11 August 2014

A pure start to life!