

Bellamy's Appoints New Non-Executive Director

Bellamy's Australia Limited (**Bellamy's**) is delighted to announce the appointment of Ms Launa Inman to the Board of Directors for Bellamy's and its associated entities in Australia, China and South East Asia. She will commence with the board on 18 February 2015.

This appointment is in response to the needs of the businesses growth plans and will extend, diversify and compliment the range of experience and skills available to the Board.

Launa brings to the board extensive experience in retailing, marketing (including digital technology and social media), finance and logistics.



Launa is a director of the Commonwealth Bank of Australia and a member of the boards of the Alannah and Madeline Foundation and Virgin Australia Melbourne Fashion Festival. Her diverse experience includes terms as Managing Director and CEO of Billabong International (May 2012 to August 2013), Managing Director of Target Australia Pty Ltd (2005 to 2011) and Managing Director of Office Works (2004 to 2005).

Launa's qualifications include: MCom, University of South Africa (UNSA), BCom (Hons) (UNSA), BCom (Economics & Accounting) (UNSA) and is a member of the Australian Institute of Company Directors.

Bellamy's welcomes Launa as a new member of the Board of Directors.

Rob Woolley
Chair Board of Directors

18 February 2015