

**MARKET RELEASE**  
**18 February 2016**

## **NEW LEADERSHIP TEAM APPOINTMENT AT SPARK NEW ZEALAND**

**Simon Moutter**  
**Managing Director, Spark New Zealand**

I am pleased to announce a leadership team addition and associated business unit change at Spark New Zealand as we continue our strategic transformation from a Telco to a Digital Services Provider.

Spark Connect currently comprises a wide range of functions that support our customers in two broad areas: firstly, the data network and all the necessary hardware and infrastructure to provide core connectivity and telco cloud infrastructure; and secondly, the design, development and operation of best practice digital platforms and associated products and services.

Increasingly, these two areas work at differing speeds and require differing business practices, skills, operating models and indeed cultures. Therefore, the time is right to split the current Spark Connect BU in two, one retaining the name Spark Connect and responsible for our core connectivity, and the other a Digital Platforms & Services BU whose role is to design, develop and operate best-practice digital platforms and the core products and services enabled by them. The overarching aim is to create a fast-moving Spark Platforms BU that enables our three customer facing BUs (Spark HMB, Spark Digital and Spark Ventures) to lead the market in a rapidly-evolving digital world.

I am pleased to announce that **Mark Beder** will be appointed to lead the new Spark Connect business unit from 1 July 2016 at which time he will join the Spark Leadership Team as the Chief Operating Officer, Spark Connect, reporting directly to me. Mark has been with Spark for some time in a number of senior



executive roles within the Spark Connect business unit. He will continue to report to David Havercroft until 30 June 2016.

In addition to maintaining responsibility for the overarching Connect Unit for the time being, David will be working with me on the formation and development of the new Spark Platforms business.

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