

**ASX RELEASE**  
**13 April 2017**

## **Board and Executive appointments at Bellamy's**

### **John Ho joins the Board and Andrew Cohen confirmed as CEO**

Bellamy's Australia Limited (ASX: BAL) (Bellamy's or the Company) announces that John Ho has been appointed as a non-executive director, and Acting CEO Andrew Cohen and Acting CFO Nigel Underwood have been confirmed as permanent executive appointments.

Mr Ho is the Founder and Chief Investment Officer of the Hong Kong based industrialist investor Janchor Partners. Janchor Partners has informed the Company that it currently has a relevant interest of 7.01% of Bellamy's. Mr Ho also serves as Deputy Chairman of the Hong Kong Exchange Listing Committee, the regulatory body that provides independent oversight of the listing rules and companies in Hong Kong.

Commenting on the appointment, the chairman of Bellamy's Rodd Peters said:

"John brings a range of skills and experience that will benefit all shareholders as we continue to reset our strategy. He has deep experience investing in both China and Australia, including in consumer and health sectors, and has been a director of publicly listed and private companies with strong governance experience."

"Further appointments to the Board will be made in due course."

The Company has also reached an in-principle agreement with Andrew Cohen to accept the role as permanent Chief Executive Officer.

Mr Cohen joined Bellamy's in July 2016 as Chief Operating Officer and was appointed acting CEO on 11 January 2017.

"Andrew has shown himself to be a highly focused and capable senior executive and we believe that he brings the right qualities and skills for the role of CEO of Bellamy's".

Mr Cohen said he looked forward to working closely with senior management and the Board to restore shareholder value after a difficult period for the business.

"Bellamy's is a great Australian brand, with a global platform. I remain excited about its potential and the opportunity ahead" Mr Cohen said.

The Board is finalising a new employment agreement with Mr Cohen and his remuneration package will be released to ASX in due course.

Bellamy's also confirms that acting CFO Nigel Underwood had been appointed as permanent CFO. Mr Underwood has been acting CFO since 11 January 2017.

Mr Peters said the executive appointments were key elements of the broader business turnaround.

"The Company has experienced significant change at the executive and management level during the past four months. We are now looking forward to a period of stability as we focus on growing our domestic and international sales," Mr Peters said.

### **John Ho**

John Ho founded Janchor Partners in 2009 and serves as its Chief Investment Officer. Janchor Partners is a long-term industrialist investor targeting companies with fundamental long-term value creation potential in the Asia-Pacific region. Prior to founding Janchor, Mr Ho was Head of Asian Investing at The Children's Investment Fund, managing the Asia office and its investment activities. Before that, Mr Ho worked at the Citadel Investment Group in the U.S. and the Boston Consulting Group in Australia. Mr Ho is an Australian citizen, and holds a Bachelor of Science in Mathematics and a Bachelor of Commerce in Finance (First Class Honours and University Medal) from the University of New South Wales, Australia.

### **About Bellamy's**

Bellamy's was founded by a Tasmanian family in 2004 wanting to provide a convenient nutritious organic choice for their children. The Company offers a range of organic food and formula products for babies, toddlers and young children, with over 30 products in its range from birth to early childhood. Its products are sold in Australia and overseas, primarily in China.

### **Media inquiries, please contact:**

John Hurst  
Quay Advisers  
+61 418 708 663