



ECOFIBRE



ASX ANNOUNCEMENT

ASX: EOF

20 October 2020

Appointment of Kristi Woolrych to the Ecofibre Board

Ecofibre Limited (Ecofibre, Company) (ASX:EOF, OTC-NASDAQ Intl Designation: EOFBY) announces the appointment of Ms Kristi Woolrych as an independent non-executive director of the Company effective 20 October 2020.

Ms Woolrych has over 20 years' experience in brand strategy, acquisition, retention, customer experience, eCommerce and retail marketing.

She is currently the Chief Marketing Officer for KFC in Australia and New Zealand with accountability for sales growth, eCommerce and overall brand performance.

Her achievements include consistently delivering record sales growth at KFC across the last two years and strong brand performance, resulting in APAC Effie Awards for Brand of the Year and Marketing Team of the Year in 2020. She has also helped drive KFC's business vision and strategy for digital transformation, resulting in step-change eCommerce performance and expanded delivery offering.

Prior to KFC, Ms Woolrych worked at Suncorp for over a decade, where she was promoted to the position of Executive General Manager, Brand and Marketing with a team of over 120 people.

Ecofibre Chairman Barry Lambert said that Ms Woolrych's appointment aligned with Ecofibre's focus on customers.

"Kristi brings a wealth of experience in brand strategy, customer experience, channel management and marketing in a variety of industries. Ecofibre has three very different businesses operating in diverse customer markets through a variety of channels, and Kristi's experience will be of great benefit to the Company as our businesses move to the next stage of their development."

"I welcome Kristi to the Ecofibre board and look forward to her contributions."

In accordance with Ecofibre's Constitution, Ms Woolrych will be presented to shareholders for election at Ecofibre's 2020 annual general meeting on 25 November 2020.





Kristi Woolrych

Summary of Experience

2018-Present	Chief Marketing Officer, KFC SOPAC
2016-2018	Executive General Manager Brand and Marketing, Suncorp
2015-2016	Executive General Manager Group Marketing, Suncorp
2013-2015	Executive Manager Brand and Customer Strategy, Suncorp
2010-2013	Executive Manager Strategic Marketing and Insights, Suncorp
2007-2010	Executive Manager Digital Marketing, Suncorp
Other Experience	MojoPartners (Publicis); Clemenger BBDO

Ms Woolrych holds a Bachelor of Business degree from the Queensland University of Technology, and has completed a range of postgraduate programs including the Harvard Business School Digital Masterclass, INSEAD CMO Academy and Australian Marketing Institute Advanced Strategic Planning.

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About Ecofibre

Ecofibre is a provider of hemp products in the United States and Australia.

In the United States, the Ananda Health is the #1 provider of hemp-derived CBD for retail pharmacies. The Company produces nutraceutical products for human and pet consumption, as well as topical creams and salves. See www.anandahemp.com and www.anandaprofessional.com. The Company also supplies its leading Ananda Hemp CBD products to Australians via the SAS B program.

In Australia, the Company produces 100% Australian grown and processed hemp food products including protein powders, de-hulled hemp seed and hemp oil. See www.anandafood.com.

The Company is also developing innovative hemp-based products in textiles and composite materials in the United States. See www.hempblack.com.

The Company owns or controls key parts of the value chain in each business, from breeding, growing and production to sales and marketing. Our value proposition to customers is built on strong brands and quality products.

Authorisation

This document is authorised to be given to the Australian Securities Exchange (ASX) by the Board of the Company.

