



**Pacific Smiles Group Limited (ASX: PSQ)**  
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7 February 2022

## **ASX ANNOUNCEMENT**

### **Pacific Smiles Group Limited (ASX: PSQ)**

#### **Appointment of Non-Executive Director**

Pacific Smiles Group Limited (“Pacific Smiles”) is pleased to announce that Mr Andrew Knott will join the Board as a Non-Executive Director, effective 7 February 2022. Up until January 2020, Andrew held the role of President – Verizon within the Advertising Agency, the Publicis Groupe.

Leading over 850 staff delivering across media, customer experience, data and analytics, marketing optimization and creative for Verizon Consumer, Business, and Media Groups, Andrew was accountable for accelerating change for marketing, channel development, sales effectiveness, customer analytics and operations, overseeing \$1.5bn in client spend and delivering over \$200m in group revenue.

On the operating business side, Andrew has held Chief Marketing roles at JPMorgan Chase & Co, National Australia Bank (NAB) and as Vice President Digital Transformation and Marketing at McDonald’s. At JPMorgan Andrew managed a 360 person team and oversaw \$1 Billion spend across media, technology, and production whilst at NAB his role incorporated brand, sponsorship, events, content and retail merchandising; marketing for cards, deposits, home lending, unsecured business lending, business financing, wealth; institutional thought leadership; customer strategy, lead generation; personalisation, digital acquisition (in conjunction with digital function); customer data/CRM, analytics and insights, and satisfaction measurements. At McDonald’s Andrew led the team responsible for launching and scaling the digital commerce offering across the region and grew revenues to \$350 Million in two years.

Pacific Smiles Group Chair, Ms Zita Peach added: “We as a Board are extremely excited about the addition of Andrew Knott to the Board. Andrew’s skills will help us leverage our investment in IT and digital communications. The fact that we have been able to attract talent of this calibre, with both a valuable skillset and strong cultural alignment, is testament to Pacific Smiles’ market position and future opportunity. On behalf of the Board, I extend a warm welcome to Andrew and look forward to benefiting from his many years as a marketing and customer strategy leader both here and abroad.”

Andrew said, "I am very much looking forward to utilising my experience as a senior executive in Australia, Asia Pacific and the United States, to contribute to the strategic development of Pacific Smiles as a member of its Board."

Authorised for release by the Board of Directors.

For further information, please contact:

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