

# An announcement from Brad



## Team Announcement - Steve Donohue

15/01/18

Team,

In August last year, I shared with you Martin Smith's intention to retire from Endeavour Drinks at the end of F18. Since this time, we have been searching for Martin's successor to continue growing the market-leading position we have in Drinks.

I am extremely pleased to announce that **Steve Donohue** will be taking up the role of Managing Director of Endeavour Drinks effective after Easter. Steve has experienced a broad range of roles in our Drinks team, starting as a Store Manager in Dan Murphy's when he was just 19 years old and progressing into senior Buying, Merchandising and Marketing roles in Dan Murphy's, BWS and the broader Liquor Group.

For the last five years, Steve has been rebuilding our Buying and Merchandising capabilities in our New Zealand and Australian Supermarkets businesses, learning valuable skills that will be a huge asset for the future of our drinks business. In particular, Steve has been instrumental in delivering our Woolworths Supermarkets pricing and range strategy as well as transforming our supplier engagement program. I would also like to acknowledge the great work that Steve has driven aligning his 600+ buying and merchandising team, which has resulted in significantly increased Voice of Team (VOT) and Voice of Supplier (VOS) results. Details about Steve's replacement will be communicated in a separate announcement in the near future.

Once again, I'd like to take the opportunity to thank Martin Smith for his continued contribution to Endeavour Drinks. Martin will remain in Drinks until 30th June working with Steve to help him transition into his new role.

Finally, I would like to acknowledge the Endeavour Drinks senior team and the work they have done together with Martin to build the business we have today. Retail is a team game and they are pivotal to our future success.

Please join me in congratulating Steve and thanking Martin for their continued efforts in putting our Customers and Teams 1st.

Regards

Brad