

AANA BOARD WELCOMES TWO NEW DIRECTORS

May 20 2016 - The AANA has today announced that Louise Eyres and Amanda Banfield have been elected to the AANA Board. Louise Eyres is Group General Manager Marketing at ANZ, responsible for the strategic development and implementation of ANZ's global marketing strategy, including brand and sponsorship. Amanda Banfield is Mondelez International's Managing Director of the Australia and New Zealand markets.

Ms. Eyres and Ms. Banfield said they are honoured to accept the new roles. Louise said: "I am very pleased to be able to join a Board of such high calibre, globally connected brand leaders and contribute to the national marketing agenda. The AANA has a significant role to play in driving the self-regulation of advertising and elevating the profession of marketing and communicating the role it plays in delivering business outcomes. I have been working closely with the AANA under CEO Sunita Gloster over the past three years and look forward to continuing that involvement."

Amanda Banfield is a leader in consumer snacking, competitor analysis, market trends, and scaling new product developments with superior through-the-line activations. She said: "our business is founded on our reputation and much loved brands like Cadbury Dairy Milk and Oreo. So I'm delighted to be joining the AANA Board to support the agenda for innovative, responsible and purposeful marketing"

Matt Tapper, AANA Chair and Managing Director Global Markets, Lion, said he is excited to welcome Louise and Amanda to the AANA Board. "Their passion for the AANA's core purpose will complement our strong and united Board. As the peak national body for advertisers, having representation from businesses like ANZ and Mondelez adds real strength to the AANA's initiatives and with both head offices in Melbourne, it will deepen our connection to the Victorian marketing community", Mr Tapper said.

The other AANA Board members are:

- Mark Reinke, Group Executive Director, Customer, Data and Marketing, Suncorp
- Andrea Martens, Chief Brand Officer, Jurlique
- Andrew Caie, Marketing and Customer Experience Director, Inchcape PLC (Subaru)
- Mike Connaghan, Chief Executive Officer, WPP AUNZ
- Jeremy Griffith, Corporate Affairs Director, Carlton & United Breweries
- Thérèse Kallie, Director Communication and Marketing Excellence, Nestlé Australia
- Bronwyn Powell, Senior Director of Marketing, McDonald's Australia
- David Scribner, Head of Virgin Mobile Australia
- Adrian Weimers, Corporate Manager Sales Operations, Lexus

AMANDA BANFIELD

Managing Director Australia and New Zealand, Mondelez International

Amanda Banfield is Mondelez International's Managing Director of the Australia and New Zealand markets. She has the enviable role of leading the team to create everyday delicious moments of joy through some of Australasia's most trusted and loved brands including Cadbury Dairy Milk, Oreo, belVita Breakfast Biscuits, The Natural Confectionery Company and Pascal.

Amanda oversees a significant operation across her geographies including four manufacturing sites, and employees in marketing, sales, consumer insights, research and development, manufacturing, supply chain and corporate functions. She is actively leading a transformation of the business to free up resources to accelerate growth and become a true globally competitive player.

Amanda is a leader in consumer snacking, competitor analysis, market trends, and scaling new product developments with superior through-the-line activations. In her previous Marketing Director role, Amanda led the launch of the Cadbury Dairy Milk Marvellous Creations range which quickly became a runaway success locally, and is now a successful international brand valued at over \$400 million.

Amanda's 27 years' experience with Cadbury, Schweppes, Trebor Bassett, Kraft Foods and Mondelez International has included local and regional roles in marketing, strategy and business leadership in various locations in Europe, Australia and New Zealand.

Amanda is a firm believer in the importance of purpose and true empowerment in leadership, and chairs Mondelez International's Asia Pacific Diversity and Inclusion Council.



LOUISE EYRES

Group General Manager Marketing, Group Marketing, ANZ

Louise Eyres is Group General Manager Marketing, Group Marketing, ANZ, responsible for the strategic development and implementation of ANZ's global marketing strategy including global brand and sponsorship.

At ANZ, Louise has held numerous leadership roles in the Australian and Global businesses across the marketing portfolio.

Prior to joining ANZ, Louise was with BHP Billiton where she was Global Head of Brand. This saw her work on key M&A brand strategies including the BHP and Billiton merger brand as well as the rebranding of BHP Steel to Bluescope Steel. Louise has a Bachelor of Business (Mktg), Post Graduate Diploma International Business and an MBA (AGSM).

2011: Group GM Marketing, ANZ Banking Group Limited

2009: Global Head of Brand, ANZ Banking Group Limited

2005: Head of Brand and Sponsorship, Australia Division, ANZ Banking Group Limited

2003: Corporate Brand Manager, ANZ Banking Group Limited

1999: Global Head of Brand, BHP Billiton



About the AANA: For over 85 years the AANA has represented Australia's largest and well-known brands across FMCG, automotive, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses who contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members the AANA's mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia; and safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.

Media contact: Res Publica, Emma Carr

E: ecarr@respublica.com.au | M: +61 450 539 112 | T: +61 2 8297 1514