



Media release

May 2018

New Leadership Changes Announced at Australian Vintage Limited

Australian Vintage Limited has created two new senior executive roles as part of an evolution of its leadership structure.

The company has promoted Cameron Ferguson, formerly General Manager Australasia and North America to the expanded position of Chief Operating Officer for the region. At the same time, Julian Dyer, who was previously General Manager for the UK and Europe, has also been appointed Chief Operating Officer in the territory.

The changes are intended to streamline AVL's global sales, marketing and packaging operations as the business continues to focus on product development and innovation. The appointments underpin the company's continued growth strategy by enabling it to bring new products to market faster, developing wines with consumer appeal at every price point.

Neil McGuigan, Chief Executive Officer, said: "We have taken the decision to re-align the core components of our business making AVL a more agile business with enhanced capabilities.

"The move will increase our ability to deliver on our vision of making great quality wine accessible to everyone around the world for every occasion. It is a very important development as we continue to evolve our business into a world-class branded wine company."

Ferguson said: "I am thrilled to have taken on the broader remit across the region. We have a highly committed team and I'm dedicated to continuing to empower them to accelerate our considerable momentum while delivering quality and consistency across the portfolio. The changes will also enable us to be more nimble and responsive to our trading partners around the world by truly aligning sales, marketing and supply chain to our customers' needs."

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