



ASX/MEDIA ANNOUNCEMENT

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RFG Strengthened by Organisational Enhancement

Australia's largest multi-food franchise operator, Retail Food Group Limited (RFG), today announced the progression of its business organisational enhancement plan.

RFG Chairman Bruce Hancox said the Board was pleased to confirm the appointment of Andre Nell to Chief Operating Officer (COO), a position previously held by Nigel Nixon who is now RFG's Sales Director.

"The appointment of a seasoned business professional such as Mr Nell as COO will provide both a positive and immediate resource to assist senior management and Departmental Heads to deliver sustainable business performance and ultimately facilitate further growth opportunities," Mr Hancox said.

Mr Nell will bring a wealth of knowledge to the COO position developed through his six years with RFG.

Having joined Michel's Patisserie as Chief Financial Officer in December 2004, Mr Nell's association with RFG commenced with the acquisition of the Michel's Patisserie franchise system in December 2007 when he was appointed National Commercial Manager overseeing the Procurement, R&D and IT divisions of the business. Following the initial phase of RFG's organisational enhancement program in March 2012, Andre was appointed Head of Commercial.

The Board also announces the establishment of two new leadership roles – Chief Legal Officer (CLO) and Director of Franchise (DOF).

RFG's Deputy Chief Operating Officer, Mark Connors, has been appointed CLO while Gary Alford, Head of Manufacturing & Wholesale, has been appointed to the position of DOF.

"The establishment of the CLO position recognises the increasing size and breadth of operation of RFG and the requirement for a dedicated resource to drive improved processes targeted at internal control management, reducing exposure to risk, information exchange and improved efficiencies," Mr Hancox said.

"The dynamic DOF role will assist RFG to achieve its full potential by providing an additional resource to the QSR Divisional Director and Brand System Heads to accelerate positive Brand System performance and outcomes."

Mr Connors joined RFG as legal counsel in July 2004 having previously represented the Company in private practice since 1999. In 2006 he was appointed Company Secretary (a position he will continue to hold). More recently, he was promoted to the position of Deputy Chief Operating Officer in July 2011.

Gary commenced with RFG in 1996 as Operations Manager for the bb's cafe system. He has since held a variety of roles including being instrumental in the successful integration of the Michel's Patisserie system into RFG together with the growth of the Company's wholesale coffee operations.



The CLO and DOF appointments recognise the need for dedicated resources in a Company which now services and supports circa 1,400 franchise units across eight Brand Systems in eight countries.

“Pleasingly, each of these appointments are internal which is representative of the quality personnel complement enjoyed by RFG and a product of the Company’s policy to foster professional development and career progression amongst its staff”, Mr Hancox said.

About RFG:

RFG and its network of outlets proudly serve more than 105 million customers every year.

RFG owns the Donut King, Brumby’s Bakery, Michel’s Patisserie, bb’s café, Esquires, The Coffee Guy, Pizza Capers Gourmet Kitchen and Crust Gourmet Pizza franchise systems.

In addition, the Company roasts more than 1.2m kilograms of coffee annually through the Evolution Coffee Roasters Group, Caffe Coffee and Barista’s Choice coffee brands.

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