

Breville

20 August 2014

Manager, Company Announcements,
Australian Securities Exchange Limited,
Level 4, 20 Bridge Street,
Sydney NSW 2000

Dear Sir

Breville Group Limited – Change of CEO

Please see attached Announcement.

Yours faithfully,



Sasha Kitto
Company Secretary
Breville Group Limited

Breville Group Limited
ABN 90 086 933 431

Building 2, Port Air Industrial Estate
1a Hale St, Botany NSW 2019 Australia

T + 61 (2) 9384 8100 F + 61 (2) 9700 1249
breville.com

We are FOOD THINKERS.



20 August 2014

Breville Group Limited – Change of CEO

Breville Group Limited (“Breville”) today announced that Mr Jack Lord would step down from his role as Chief Executive Officer (CEO) effective 21 August 2014.

On behalf of the Breville Board, Chairman Steven Fisher has accepted Mr Lord’s resignation and thanked him on behalf of Breville’s shareholders, employees and customers for his contribution to the business over the past five years as Group General Manager Product & Marketing and then as CEO from 2012.

Mr Fisher said that, as Breville continues to grow and invest, the business is becoming increasingly global and the Board is determined to have the best leadership in place to deliver the company’s global growth strategy. The Board is particularly focused on further leveraging Breville’s infrastructure and know-how across all regions, with a view to maximising revenues and building efficiencies in every market Breville chooses to enter.

“Breville has grown strongly over recent years and is in good shape. We are fully committed to our ‘Food Thinking’ strategy, which will continue to drive product innovation and market diversification.

“Everyone at Breville wishes Jack well in his future endeavours. We will commence a global search for a new CEO immediately,” Mr Fisher concluded.

Mr Mervyn Cohen, Breville’s long-standing Chief Financial Officer (CFO), has been appointed Interim CEO and will also continue to fulfill his CFO responsibilities during this time. Mr Cohen is well supported by Breville’s experienced senior management team and he previously served as Interim CEO for three months in 2008.

Breville Group Limited

ABN 90 086 933 431

Building 2, Port Air Industrial Estate
1a Hale St, Botany NSW 2019 Australia

T + 61 (2) 9384 8100 F + 61 (2) 9700 1249
breville.com

We are **FOOD THINKERS.**