

ASX Announcement

9 November 2015

New appointment reinforces Vicinity's future focus

Vicinity Centres (Vicinity or the Group, ASX:VCX) is pleased to announce a new Executive Committee member with the appointment of Ms Simone Carroll as EGM Digital, Marketing, People and Culture. Simone will commence with Vicinity on 16 November 2015.

Mr Angus McNaughton, CEO and Managing Director of Vicinity Centres, said: "We are thrilled to be welcoming someone of Simone's outstanding calibre to the Vicinity team. Simone's extensive digital, marketing and human resources experience is very well-suited to lead the development of Vicinity's digital strategy and its integration with our property platform. This includes being more innovative and strategic in how we work as a team, with our retailers, and how we interact with the 500 million plus customers to our centres each year."

Simone will be responsible for the human resources strategy, people development and culture, together with developing a group-wide marketing and digital strategy driving customer and retailer loyalty, digital innovation and marketing insights across Vicinity and its retail centres.

Simone is a demonstrated market leader in the global digital marketplace and has close to 20 years' experience in business transformation, with a strong commercial background that spans across human resources, marketing and commercial strategy. In 2013 she received industry recognition as Australian HR Director of the Year. Simone has held executive leadership positions and advisor roles for numerous online domestic and international businesses. Most recently Simone was Executive General Manager People and Brand Director at REA Group, which has operations that include Australia's leading residential and commercial property sites, realestate.com.au and realcommercial.com.au, where her responsibilities included all marketing and human resource functions across its international businesses.

As part of this organisational change, EGM - People and Culture, Ms Colleen Harris will be leaving the Group. Mr McNaughton acknowledged the significant contribution Colleen has made in her time at the Group and wished her well in her future endeavours.

ENDS

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