

NEWS RELEASE

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NZX: MRP

ASX: MYT

Chief Marketing Officer appointed

Julia Jack will join Mighty River Power in the new Chief Marketing Officer role as the Company prepares to move to a single new Mercury brand.

Julia's background includes more than a decade of senior consumer marketing experience with Vodafone in New Zealand. During this time she held responsibilities for brand and product strategy along with business transformation initiatives and leading the rebrand of TelstraClear following its acquisition by Vodafone. While at Vodafone she was also assigned to its London headquarters for the roll-out of the company's first global brand and culture change programme.

Chief Executive Fraser Whineray says the role complements the GM Digital Services role, filled earlier this month with the appointment of Kevin Angland from leading insurer IAG. Together, these roles will lead the delivery of an enhanced customer experience.

"This supports our deep focus on customers, and how they can enjoy energy in more wonderful ways as new technologies become more prevalent," says Mr Whineray.

As Chief Marketing Officer, Julia will have responsibility for the Company's brand, sales and marketing functions. The role is focused on the design of innovative energy products and services for customers.

Julia Jack and Kevin Angland will join the Company in the next two months.

ENDS

 www.mightyriver.co.nz

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Mighty River Power is a company with a great New Zealand heritage, and a leader in meeting this country's energy needs with the flagship retail brand Mercury and other specialty brands. Every year the hydro and geothermal power stations operated by Mighty River Power generate enough renewable electricity for about 1 million New Zealand homes. On 2 May 2016 the company announced that Mighty River Power and Mercury Energy will move to a single new Mercury brand later this year.

Mighty River Power was listed on the New Zealand Stock Exchange (NZX: "MRP") and the Australian Stock Exchange (ASX: "MYT") in May 2013 and has New Zealand's largest ownership base of nearly 100,000, alongside the Crown as majority owner.