



Media Release

Tuesday 23 August 2016

Perpetual appoints Kylie Smith as Group Executive - Marketing

Perpetual has announced the appointment of Kylie Smith to Group Executive – Marketing, effective 1 September 2016.

Ms Smith joined Perpetual as General Manager - Marketing & Communications, reporting to the Chief Executive Officer, in December 2013 and has been responsible for the group's brand, reputation and digital strategies to grow clients and new business revenue.

Perpetual Managing Director and CEO, Geoff Lloyd, said the promotion recognised Smith's contribution to strategy and the role of marketing, brand and the digital client experience as a key enabler of the Lead & Grow strategy.

"Kylie has made a significant contribution to Perpetual since joining us nearly three years ago, and this promotion underlines the importance of our investment in brand and strategic marketing in our client-centred strategy," Mr Lloyd said.

"Importantly, Kylie will oversee the continued development of the digital client experience at Perpetual. We have delivered a significant uplift and see further benefits for our clients and our business from investment in this area."

Ms Smith joined Perpetual from Westpac Banking Corporation where she spent more than 15 years in senior marketing and corporate affairs roles both at Westpac and BT Financial Group.

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About Perpetual

Perpetual is an independent financial services group operating in funds management, financial advisory and trustee services. Our origin as a trustee company, coupled with our strong track record of investment performance, has created our reputation as one of the strongest brands in financial services in Australia. For further information, go to www.perpetual.com.au