

ASX ANNOUNCEMENT

## **Xplore Wealth appoints new Head of Distribution and Marketing**

Sydney, 12 August 2019

**Xplore Wealth Ltd** (Company) (ASX: XPL) announces the appointment of experienced industry executive Anne Hamieh as its new Head of Distribution and Marketing.

Ms Hamieh's appointment rounds out a number of strategic executive positions now completed by the Company, including the recent announcement of Bruce Hawkins as Chief Financial Officer and Mike Wright as Chief Executive Officer.

Chairman Peter Brook said of Ms Hamieh's appointment: "Anne's appointment not only bolsters a revitalised Xplore Wealth executive team but fulfils a critical gap for Xplore Wealth in its sales and relationship efforts and promoting the Company's underlying capabilities.

"This appointment in combination with Mike and Bruce is a strong signal of deliberate recalibration by the Board to introduce executive talent comprised of high-performing professionals that we believe have the requisite skills and track record to expand the Xplore Wealth business in line with our strategic growth targets.

"Central to our plans is the Distribution and Marketing function. This requires a deft leadership approach, strong attention to the needs of advisers and their clients, and the capacity to achieve sales results built on quality relationships.

"We believe Anne ticks all the boxes," Mr Brook said.

"I am excited to commence my new role with Xplore Wealth," Ms Hamieh said. "I am joining during a pivotal period for the Company and our discussions regarding the vision and growth ambitions for Xplore Wealth really helped to cement my decision to join.

"I look forward to meeting the collective challenge ahead and the opportunity to deliver solutions that support the needs of advice businesses and their clients operating under the heightened demands of regulatory scrutiny and community expectations," Ms Hamieh said.

Xplore Wealth's newly appointed CEO Michael Wright said, "Anne was a key member of the highly regarded Vanguard Investments distribution team, driving the national sales strategy and also led the approval and launch of Vanguard Diversified Managed Accounts.

"Anne has a proven sales and leadership capability and hits the ground running with the Company on 26 August. Her deep industry knowledge and understanding adds great value to the Xplore Wealth team and to the Board's targeted programme to grow and expand the business. Anne is an excellent addition to the revitalised leadership team and I look forward to working with her and the broader team."

ENDS

**Media Contact**

Madden & Assoc.

Natalie Bacon

[Natalie@madden.com.au](mailto:Natalie@madden.com.au)

0490259469

**About Anne Hamieh**

Anne Hamieh is a skilled Financial Services operator, with demonstrated capability to lead high performing sales teams and over 20 years' experience.

Within her previous role at Vanguard Investments as Intermediary Sales Manager, Northern, Anne led the Intermediary sales team responsible for the distribution of Vanguard's managed funds and ETFs across all advice segments in NSW, QLD and NT. During her time at Vanguard, Anne was a key initiator of Vanguard's move into Managed Accounts.

Prior to Vanguard, Anne was employed by Centuria Capital as Head of Distribution Financial Services. In this role she was responsible for developing and implementing product and distribution strategy for Centuria Life, specifically tax effective investments.

Anne has a Bachelor of Economics from Macquarie University, a Graduate Diploma in Management from MGSM and a Graduate Diploma in Applied Finance and Investment from SIA (now KAPLAN).

**About XploRE Wealth**

XploRE Wealth Limited, previously Managed Accounts Holdings Limited, is one of Australia's leading independent platform providers and investment administrators with a specialisation in managed accounts. Established in 2004, it provides platform, administration and technology solutions to some of Australia's leading stockbrokers, wealth managers, and financial advisory firms. The business is responsible for funds under administration of \$13.5 billion.