

ASX Announcement



29 January 2026

ASX Market Announcements Office
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Woolworths Group Board update

Please see attached an announcement for release to the market.

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Woolworths Group Board update

Woolworths Group today announced that Jon Alferness will join the Woolworths Group Board as a non-executive director effective 1 March 2026 (subject to the relevant licensing approvals), and Tracey Fellows intends to retire from the Board effective 1 March 2026.

Jon Alferness is a highly experienced technology and product leader with more than 20 years experience in Silicon Valley and the global retail sector, including recent focus on the food and grocery sector. His career has been defined by senior executive roles delivering digital transformation and innovation at Walmart, Google and Lyft.

Jon was most recently Executive Vice President and Chief Product Officer for Walmart US a role encompassing eCommerce, Financial Services, Health & Wellness, Merchant Tools, and Last Mile Delivery. During his tenure he led the digital and physical customer experience and team member tools, overseeing the integration of advanced digital capabilities into daily operations.

Prior to Walmart, Jon spent 13 years at Google, where as Vice President of Product Management, he played a pivotal role in developing Google Ads across Search, Mobile, Shopping, and Travel, driving innovations that shaped the digital advertising landscape. His other senior leadership positions bring experience in digital transport platforms, payments and digital finance.

Woolworths Group Chair, Scott Perkins, said: "We are delighted to welcome Jon to the Board. He brings highly relevant and current industry expertise from leading global organisations including at the forefront of where the global food and grocery sector is evolving - digital, media and eCommerce. Jon's experience will be invaluable as we continue to shape our strategy in this rapidly changing environment."

Jon will stand for election at the 2026 Annual General Meeting.

On Tracey Fellows' retirement from the Board, Scott Perkins, said: "I would like to sincerely thank Tracey for her dedication and insights throughout her tenure. Her experience in digital and member platforms provided valuable contributions to the Board and the committees on which she served."