

# WOOLWORTHS LIMITED

18 December 2015

## Sally Macdonald appointed BIG W CEO

Woolworths Limited (Woolworths) today announced Sally Macdonald as the Chief Executive Officer (CEO) of BIG W. Sally will lead the transformation of Woolworths' General Merchandise division, which includes BIG W and EziBuy. Together these businesses are represented by 190 stores and 22,000 team members based in Australia and New Zealand.

As CEO and MD of Orotan Group from 2006 to 2013, Sally led the turnaround of the listed retail group from losses to record profits. During this time, Orotan Group divested three businesses, launched and grew its online offer to a leading position in Australia, and expanded into new product categories and overseas markets.

Grant O'Brien, Woolworths CEO, said; "We are delighted to announce Sally's appointment. Sally has a demonstrated track record of successfully transforming retail companies through brand and category development and business simplification. Her strong knowledge of retail and consumer branded markets, as well as her online experience, make her the ideal leader for BIG W."

Sally Macdonald said; "I am excited to be leading the team and change program at BIG W and EziBuy. Whilst it is a competitive retail landscape, I believe BIG W is a great Australian brand that has tremendous scale, represents fantastic value for customers and holds much potential for growth. EziBuy is also a solid platform for further online growth.

"I look forward to working with the team, meeting suppliers and spending a lot of time in stores," she said.

Sally's background also includes more than seven years as a management consultant with The Boston Consulting Group in the Melbourne and New York City offices; various Buying and Store Operations roles with Banana Republic (a division of The Gap Inc, in San Francisco); and several private retail company directorships. Sally graduated with a Bachelor of Commerce from the University of Melbourne and an MBA from Harvard Business School.

Sally will commence in January and report to Woolworths CEO, Grant O' Brien.

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Media Release