

WOOLWORTHS LIMITED

7 March 2014

Senior Management Changes

Woolworths Limited CEO Grant O'Brien today announced two senior management appointments within the Company.

Alastair McGeorge has been appointed Managing Director of BIG W. He will commence on 1 June 2014.

Julie Coates has been appointed Director of Business Transformation on a permanent basis following her secondment to the role in October 2013.

Mr McGeorge brings to BIG W 20 years senior management experience in General Merchandise and Apparel retailing in the United Kingdom.

Mr McGeorge was Chairman of New Look and is their previous Chief Executive. He also previously held Chief Executive roles with retailers Matalan and Littlewoods.

Mr McGeorge has been consulting to BIG W in recent months and is well placed to take the business through their transformation process.

Karen Bozic will continue as Acting Director of BIG W until Mr McGeorge's commencement.

Ms Coates was Director of BIG W for more than five years and for the last five months has been seconded to work on the Group's Business Transformation agenda.

This work has been focused on the planning of the Mercury 2 program. This program will put in place the enablers for a new era of growth across the Group for the benefit of our customers and their changing preferences.

Ms Coates' experience in leading Big W, Logistics and Human Resources make her a uniquely placed leader for this important role.