



### **Notice pursuant to Listing Rule 10.6.1 (d) Change in Officer**

The Company is pleased to announce the appointment of Joe Talcott as Chief Marketing Officer (CMO) of the Michael Hill Group of companies.

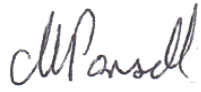
Joe has had extensive marketing and retail experience over the past three decades, including seven years at News Corporation in Australia, and 17 years with McDonald's across the world. Most recently he led Creatism, a marketing firm which helps marketers and their agencies connect to produce superior marketing communications.

Joe began his career as a copywriter and has worked for a number of advertising agencies (Media 70, D'Arcy-MacManus & Masius, Carmichael Lynch, Fahlgren Advertising) in the USA. He joined McDonald's in 1982 as a marketing manager, thereafter holding several positions, including director of marketing in Latin America, Asia/Pacific and Australia. In 2003 he moved to the company's headquarters in Chicago to work on the launch of the "I'm lovin' it" campaign as global marketing and creative director. In addition, he acted as Dean of McDonald's International Marketing University for four years. Joe has worked in North and South America, Europe, Asia and Australia.

At News Corp Australia Joe held marketing responsibility for their stable of 30+ brand assets and sub-brands. He led brand and marketing activities across multiple B2C and B2B business units, including newspaper and magazine publishing, on-line and digital commerce/publishing, Subscription TV and event ticketing. He championed creative development, fostered innovation, expanded and integrated product and content offerings to protect market share and increase brand relevance.

Joe also served as Chairman of the Australian Association of National Advertisers (AANA) from 2009-12.

Joe's extensive creative and brand experience with his international work experience in North and South America, Australia/New Zealand and South East Asia will be well suited to Michael Hill's international growth aspirations.

A handwritten signature in dark ink, appearing to read 'Mike Parsell', with a stylized, cursive script.

Mike Parsell

Chief Executive Officer 31/03/14