

KMD Brands Limited
ASX / NZX / Media announcement

25 July 2025

KMD Brands announces new Group Chief Financial Officer

KMD Brands Limited (**ASX/NZX: KMD, KMD Brands** or **the Group**) is pleased to announce the appointment of Carla Webb-Sear as Group Chief Financial Officer (CFO), following an extensive global search. Carla will join the Group Executive Team in the first week of August and report to Group Chief Executive Officer (CEO) and Managing Director of KMD Brands, Brent Scrimshaw.

A seasoned ASX-listed executive, Carla joins KMD Brands from Qantas, where she was Chief Financial and Strategy Officer of the Loyalty division. Carla brings over two decades of financial leadership across consumer, media and technology sectors, with deep expertise in driving transformative outcomes in complex, matrixed global organisations including ViacomCBS, Eneo Group and Fairfax.

Carla is known for delivering innovative financial strategies that drive effective transformation and deliver consistent profit growth. She also has a proven track record of unlocking value through operational efficiency, strategic capital allocation, and disciplined financial management. At KMD Brands, she will play a pivotal role in accelerating the Group's financial performance.

Brent Scrimshaw, Group CEO and Managing Director of KMD Brands, commented: "After an extensive global search, I'm thrilled to welcome Carla Webb-Sear to KMD Brands. Carla's expertise and proven track record of unlocking value, agile transformation and disciplined financial management will be invaluable as we navigate a dynamic global market. I look forward to partnering with Carla to deliver long-term value for shareholders."

"I'd also like to thank Ben Washington for his continued and valuable contributions while serving as Interim CFO. With Carla's commencement, Ben will resume his position as Deputy CFO continuing to provide strategic insight and support to the Group Executive and Board."

Carla Webb-Sear shared: "I'm excited to be joining KMD Brands at this pivotal moment in its journey. There's a clear opportunity to drive transformative growth and deliver impactful results across the portfolio. I'm looking forward to working closely with the Board and Executive Team to accelerate the Group's global strategy."

Carla will relocate from Sydney and be based at the Group's global headquarters in Melbourne, Australia. Her formal start date with the Group is Monday 4th August.

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