



## APPOINTMENT OF CHIEF EXECUTIVE OFFICER

**13<sup>th</sup> June 2023** – Digital-first e-commerce direct-to-consumer retailer, Toys“R”Us ANZ Limited (ASX:TOY) (**TOY** or the **Company**), is pleased to announce the appointment of Penny Cox as Chief Executive Officer (**CEO**).

The appointment of a new CEO is one of the steps in the seven-step Strategic Plan announced to the ASX on 30 March 2023.

Penny’s international career includes roles in the UK, Australia, and South East Asia with LEK Consulting, Ocado, Coles, Redmart, Alibaba & Carousell.

Penny studied Engineering at Cambridge University and MIT in the USA and gained her MBA at INSEAD in France & Singapore.

In the 4 years of her role as VP Commercial & Marketing at Redmart, Revenue grew 20x from \$14 million to \$285 million per annum. The assortment offering increased by 25x via adoption of partner drop shipping. Net Commercial Margin improvement of 4ppts were delivered through improvements to category management, merchandising, supplier terms, enhanced pricing and promotion, and range management.

Penny’s strong proven capability and background in scaling eCommerce businesses, have specific applicability to the next chapter of Toys R Us ANZ’s expansion, in our ecommerce, retail and sublicense retail business streams in Australia and the United Kingdom.

Penny is expected to join the company formally as CEO on 7 August but will become involved in key IT projects as a consultant from 19 June. The appointment was unanimously supported by the Board of Directors. Penny is currently based in Singapore, has lived in Melbourne previously and will relocate to Melbourne with her family over the next couple months.

For personal use only

Penny said “I am grateful to the TOY Board of Directors for their confidence in me, I’m excited to join the business. I have been very impressed by the infrastructure and business fundamentals that the organisation has built in a relatively short period. I look forward to building on this strong foundation and leading the acceleration of TOY’s growth in the years ahead, enriching more people’s lives through toys and hobbies”

In accordance with ASX Listing Rule 3.16.4 the terms of Ms Cox’s appointment are appended.

**This ASX release has been authorised by the Board of Directors.**

### **About Toys“R”Us ANZ Limited**

Toys“R”Us ANZ Limited (ASX: TOY) is an Australian-based listed company with a mission to enrich the lives of people by encouraging exploration, creativity and living life more fully through the enjoyment of toys and hobbies. In addition to distributing leading products throughout Australia for key partners via its trading business Funtastic, the company recently acquired 100% of the Hobby Warehouse Group in November 2020, including Australian e-commerce websites Toys“R”Us, Babies“R”Us and Hobby Warehouse and the distribution business Mittoni Pty Ltd. The Company changed its name from Funtastic Limited to Toys“R”Us ANZ Limited on the 24 June 2021. Further information is available at [corporate.toysrus.com.au](http://corporate.toysrus.com.au)

For media enquiries please contact:

Toys“R”Us ANZ

Rochelle Burbury, Third Avenue Consulting

+61 408 774 577

[Rochelle@thirdavenue.com.au](mailto:Rochelle@thirdavenue.com.au)



For personal use only

## Appendix

### Summary of Key Terms of Employment Agreement

Name	Ms Penny Cox
Position	Chief Executive Officer
Commencement Date	7 August 2023
Fixed Remuneration	\$400,000 per annum plus superannuation
Variable Remuneration	<p>Ms Cox will be eligible for discretionary annual incentives the terms of which are at the absolute discretion of the Board up to 40% of her fixed remuneration.</p> <p>Ms Cox will also be eligible to participate in the Company's Employee Share Plan up to the equivalent value of 40% of her fixed remuneration, with the terms of any offer of securities at the absolute discretion of the Board, and subject to Shareholder approval if required.</p>
Notice Period	6 months by either party
Termination Payment	Not applicable
Post-employment restraint	Restraint Period: 12 months of the termination of Employee's employment.



For personal use only