

Executive Leadership Team update

Sydney: Tuesday, 11 November 2025

Endeavour Group Limited (ASX:EDV) today announces changes to its Executive Leadership Team to support the implementation of the Group's refreshed business strategy and deliver the company's next phase of growth.

Experienced Retail executive Benjamin Ward has been appointed as Managing Director of Dan Murphy's, effective 27 January 2026.

Benjamin brings over 25 years of retail leadership experience in product sourcing, merchandising and store network management. He joins Endeavour Group from Super Retail Group where he was Managing Director of Supercheap Auto, delivering record sales from its 352 stores and online platform and transforming the automotive business.

Prior to Supercheap Auto, he worked in a number of roles for Aldi, a global low-cost food retailer, across all of their major markets in a variety of roles ranging from buying to store operations and management.

His appointment follows Agi Pfeiffer-Smith stepping down from Dan Murphy's after five years with Endeavour Group. Agi has made a significant contribution to the business, including as the Group's Chief Strategy Officer during demerger from Woolworths, and as Managing Director of Dan Murphy's in the post-pandemic period. Agi will remain in the role until the end of March, ensuring a focus on trading for the important Christmas period and enabling a smooth leadership transition.

To sharpen the Group's focus on customers, Catriona Larritt has been appointed to the newly created role of Chief Customer Officer. This position will integrate Marketing, Customer Insights, Digital, eCommerce, Data & AI and Loyalty to strengthen the Group's refreshed customer strategy and focus.

Catriona will join Endeavour Group on 27 January 2026 from Qantas, where she was Chief Customer and Digital Officer. In this role, she led a major change and transformation agenda focused on leveraging data, insights and technology to create a customer-centric ecosystem and elevated omnichannel experience. Catriona has deep experience working in multi-brand businesses where ensuring clarity on consumers and unique and actionable positions for each of the brands is critical to success.

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Brendan Sweeney will join Catriona's team as Chief Digital and Data Officer following Claire Smith's decision to leave Endeavour Group. Brendan joins Endeavour Group from Catch, where he has been the Managing Director for the past two years. Prior to this, he led the transformation and growth of Cotton On's global eCommerce business as well as time at Coles on digital retailing. Brendan will commence on 19 January 2026 to allow for a transition period before Claire's departure next year.

Finally, Jill Henderson has been appointed Chief Legal Officer following Peter Atkin's decision to leave Endeavour Group.

Jill joins Endeavour Group from BHP Limited, where she was consulting on various legal and people matters, including leading the development of an overarching global Pay Compliance & Governance Framework.

Prior to this, Jill held executive roles across Employee Relations, Legal and Governance and has also been a Competition and Regulatory lawyer. She will commence on 24 November to allow for a transition period before Peter's departure early in the new year.

Interim CEO Kate Beattie said, "Our strategy refresh is progressing well and is reinforcing our confidence in the underlying strength of the business and our brands. We are excited about the opportunities ahead, and to drive the execution of the strategy in the new year we are pleased to welcome these experienced executive leaders to the Endeavour Group team."

"On behalf of the Board and management, I would like to thank Agi, Claire and Peter for their significant contributions to Endeavour Group and wish them all the best for the future."

The release of this announcement was authorised by the Chairman of the Board.

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