

AND *Board Management*

This Board and management have been true to their word on completing the turnaround. We are now able to commence the next stage of our evolution, being long-term value creation.

Management



Hellaby leadership team - (L-R) Greg Batkin, John Williamson, Neil MacCulloch, Richard Jolly

John Williamson

Chief Executive Officer & Managing Director

BA, LLB, LLM

Born 1963

John Williamson was appointed Chief Executive Officer in July 2007. His career has included leadership roles with Australasian lingerie retailer / distributor Bendon, building materials group Fletcher Building and pipeline / roading materials supplier Humes Group.

Richard Jolly

Chief Financial Officer & Company Secretary

BCom, CA

Born 1963

Richard Jolly commenced as Chief Financial Officer and Company Secretary at Hellaby Holdings in March 2006. Richard has previously held senior financial positions with Ernst & Young, Grocorp Pacific and Moana Pacific Fisheries. Richard is a qualified Chartered Accountant.

Neil MacCulloch

Chief Operating Officer

BSc, BCom, CA

Born 1960

Neil MacCulloch commenced as Group General Manager Operations at Hellaby Holdings in June 2008. Neil is a former Chief Financial Officer of Metlifecare and Sanford, and has also held senior financial roles at Fletcher Building, Fletcher Energy and Fletcher Challenge. Neil is a qualified Chartered Accountant.

Greg Batkin

Chief Investment Officer

BA (Economics), MBA

Born 1961

Greg Batkin commenced as Chief Investment Officer at Hellaby Holdings in August 2010. Greg was formerly Director, Investment Banking at Craigs Investment Partners and has previously held investment banking roles with ABN AMRO Craigs, ABN AMRO and Westpac.

Board of Directors



John Maasland

*Non-Executive Independent Chairman
(appointed 2008) MA (Cantab)
Born 1942*

John Maasland is chairman of The New Zealand Radio Network, and is a director of Deleat's Group, APN News & Media, Waterman Holdings and the Auckland Regional Chamber of Commerce. He is a former chairman of Carter Holt Harvey, Wilson & Horton and Auckland International Airport.

His involvement in the community sector includes being a trustee and past chairman of The Royal New Zealand Ballet and chairman of the South Auckland Health Foundation. John is also a council member of AUT University.

John previously held senior executive and chief executive positions in various media and industrial companies, including Wilson & Horton Group, Morrison Printing Inks & Machinery and ICI.



John Williamson

*Chief Executive Officer & Managing Director
(appointed CEO 2007) BA, LLB, LLM
Born 1963*

John Williamson joined the Hellaby Board as a non-executive director in 2005 and was appointed Chief Executive Officer in July 2007.

John has more than 25 years experience in consumer and industrial marketing, manufacturing and distribution. His career has included leadership roles with Australasian lingerie retailer / distributor Bendon, building materials group Fletcher Building and pipeline / roading materials supplier Humes Group.

John is chair of Hockey New Zealand.



Paul Byrnes

*Non-Executive Independent Director
(appointed 2003) BCom, ACA, CMA, ACIS
Born 1953*

Paul Byrnes is a professional director with 25 years commercial experience across a number of sectors including finance, textiles, software and engineering.

Paul is an investor in a number of private companies involved in software, marketing and distribution. He is chairman of Top Energy, executive director of Dorchester Pacific and director of a number of private companies, including Prism Group.

Paul was managing director of previously-listed Holeproof Industries, effecting a management buyout and subsequent divestment of the business. He is a qualified Chartered Accountant.

Alternate Director:

Hugh Green is an Alternate Director to James Sclater. Hugh is chairman and founder of the Hugh Green Group, and was a Non-Executive Director of Hellaby Holdings between 1994 and 2008.

Audit & Risk Committee:

James Sclater (Chairman), Paul Byrnes and John Maasland.

Remuneration & Nominations Committee:

John Maasland (Chairman), Paul Byrnes, Gary Mollard, James Sclater and Steve Smith.



Gary Mollard

Non-Executive Independent Director (appointed 2009) BA (Economics), MBA Born 1955

Gary Mollard is the chairman and former managing director of NDA Group, an international engineering and manufacturing group which is headquartered in Hamilton.

Prior to becoming chief executive of NDA Engineering and subsequently leading a management buy-out of that company, Gary has held general management positions with Television New Zealand, Natural Gas Corporation and Golden Bay Cement.



James Sclater

Non-Executive Director (appointed 2008) BCom, CA Born 1959

James Sclater is a professional director and trustee acting for a number of private companies and investment trusts including ProCare Health, Damar Industries and Opus Group. James is a qualified Chartered Accountant and a member of the NZ Institute of Chartered Accountants and Institute of Directors.

Prior to 2009, James was chairman of Grant Thornton Auckland, where he was a business advisory services director for 18 years, specialising in SME accounting, taxation and management advice.

James was nominated as a Hellaby director by the Hugh Green Trust, which is the beneficial owner of a 30.5% shareholding in Hellaby Holdings. Hugh Green is James' alternate on the Hellaby Board.

James is chairman of Hellaby's Audit & Risk Committee.



Steve Smith

Non-Executive Independent Director (appointed 2008) BCom, CA, DipBus (Finance) Born 1958

Steve Smith is managing director of Unison Capital Advisors, which provides strategic, investment management and financial advice. He is chairman of Spanbild Holdings and is a director of a number of private companies including Fulton Hogan, OCG Consulting, Balle Bros Group, and Rimu S.A. (Chile). He is a qualified Chartered Accountant, and an accredited member of the Institute of Directors.

Steve was previously acting chief executive and director of Pacific Retail Group, and prior to 2003 was a partner, Corporate Finance and Investment Banking, with PricewaterhouseCoopers.

Directors' Meetings

	Board		Audit & Risk Committee	
	Eligible to Attend	Attended	Eligible to Attend	Attended
PA Byrnes	10	10	2	2
JH Maasland	10	9	2	2
GK Mollard	10	10		
JM Sclater	10	10	2	2
SJ Smith	10	9		
JM Williamson	10	10		