

board of directors

William John Falconer
Non-Executive Independent Chairman
(appointed 1995) CNZM, LLB, DFIO

Bill Falconer has been a professional company director for over 20 years, following various chief executive and senior government appointments within the energy and international trade sectors. Bill is chairman of the newly-formed government/industry funding entity, New Zealand Fast Forward, as well as the Meat Industry Association and Oyster Bay Marlborough Vineyards. Bill is a director of Tower and Westfield Trust (NZ).

Bill is also chairman and acting chief executive of Rowing New Zealand and is a director of the New Zealand Symphony Orchestra.

Bill's former directorships included chairman of Restaurant Brands, St Lukes Group, Natural Gas Corporation, Accident Compensation Corporation, Environmental Risk Management Authority, and the Market Surveillance Panel of the NZX.

Robert William Carter
Non-Executive Director (appointed 1993) CA

Bob Carter is a director of Hugh Green Group, having been involved with the group's activities since 1982. He has also been a director of AFFCO Holdings since 1998.

A chartered accountant, Bob was previously employed in the transport and motor vehicle sector for 23 years by the Andrew & Andrew Group, from which he retired as managing director in 1981.

Paul Anthony Byrnes
Non-Executive Independent Director (appointed 2003)
BCom, ACA, CMA, ACIS

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

Paul was managing director of previously listed Holeproof Industries, effecting a management buyout in 1987. Since divesting the business in 1996, Paul has established a consulting business in the areas of strategic planning, venture capital and corporate governance.

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



John Michael Williamson
Chief Executive Officer & Managing Director
(appointed CEO 2007) BA, LLB, LLM

John Williamson was appointed Chief Executive Officer and Managing Director of Hellaby Holdings in July 2007. He was appointed to the Hellaby board as a Non-Executive Director in 2005.

John has over 20 years senior management experience in consumer marketing, industrial manufacturing, distribution and retail. He was formerly general manager of sales and marketing for Bendon (1991-1996) and subsequently held senior positions in the Concrete & Infrastructure Group at Fletcher Building, including general manager of Humes Group (1997-2003).

During 2004-2007 John focused on his investment and advisory company, Three Oaks Capital. John has also been engaged as an advisor on business turnarounds and performance improvement, and spent one year as interim chief executive of the Astron Plastics Group (2004-2005). John is a board member of Hockey New Zealand.



Hugh Green
Non-Executive Director (appointed 1994)

Hugh Green is chairman and founder of the Hugh Green Group of companies.

The Hugh Green Group owns significant investments in listed public companies both in New Zealand and Australia, as well as farms, livestock, residential subdivisions, stock yards and commercial property. The Group has been the major Hellaby shareholder since 1993, with a 30.7% shareholding.



John Maasland
Non-Executive Independent Director (appointed 2008)
MA (Cantab)

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 previously held senior executive and chief executive positions in various media and industrial companies, including Wilson & Horton Group (1993-1998), Morrison Printing Inks & Machinery (1984-1993) and ICI (1969-1983).

Audit Committee: Bob Carter (Chairman), Bill Falconer, Paul Byrnes **Remuneration Committee:** Bill Falconer (Chairman), John Maasland, Paul Byrnes

Senior Management

John Williamson
Chief Executive Officer & Managing Director BA, LLB, LLM (see above)

Richard Jolly
Chief Financial Officer & Company Secretary BCom, CA

Richard Jolly commenced as Chief Financial Officer and Company Secretary of Hellaby Holdings in March 2006. Previous roles have included Ernst & Young and senior financial positions within the seafood and agricultural sectors.

Neil MacCulloch
Group General Manager Operations BSc, BCom, CA

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.