

Brambles to expand capabilities with launch of BXB Digital; Prasad Srinivasamurthy appointed President, BXB Digital

New Brambles office to be established in Silicon Valley, Northern California

Brambles is pleased to announce the appointment of Prasad Srinivasamurthy to the new role of President, BXB Digital. Mr Srinivasamurthy joins Brambles from leading global enterprise software company, SAP, where he is currently Senior Vice President, Customer Innovation & Internet of Things.

Over his 18-year career at SAP, Mr Srinivasamurthy has had product and innovation responsibilities in data analytics, customer relationship management, supply chain planning and the Internet of Things. His most recent role has focused on building digital solutions in areas including connected retail, consumer insights and energy.

Brambles CEO Tom Gorman said: "We are excited to appoint Prasad to this important role. His experience at SAP is a great fit for our business as we look to expand our capability in data analytics and to leverage our unique network position in the supply chains we serve to develop innovative and improved solutions for our customers."

Mr Srinivasamurthy has master's degrees in business administration from the Haas School of Business at the University of California, Berkeley, and in computer science from the Viterbi School of Engineering at the University of Southern California, Los Angeles.

He will report to Mr Gorman and will be based at a new Brambles office in Silicon Valley, Northern California, where he will establish the BXB Digital team.

His appointment will take effect during March 2016.

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Brambles Limited (ASX:BXB) is a supply-chain logistics company operating primarily through the CHEP and IFCO brands. Brambles enhances performance for customers by helping them transport goods through their supply chains more efficiently, sustainably and safely. The Group's primary activity is the provision of reusable unit-load equipment such as pallets, crates and containers for shared use by multiple participants throughout the supply chain, under a model known as "pooling". Brambles primarily serves the fast-moving consumer goods (e.g. dry food, grocery, and health and personal care), fresh produce, beverage, retail and general manufacturing industries, counting many of the world's best-known brands among its customers. The Group also operates specialist container logistics businesses serving the automotive, aerospace and oil and gas sectors. Brambles has its headquarters in Sydney, Australia, but operates in more than 60 countries, with its largest operations in North America and Western Europe. Brambles employs more than 14,000 people and owns more than 500 million pallets, crates and containers through a network of more than 850 service centres. For further information, please visit www.brambles.com.