

Brambles appoints Helen Lane as CEO of CHEP Europe and Louise Herring as Chief Digital & Strategy Officer

Sydney, 30 September 2024: Brambles today announced that Helen Lane, currently Brambles' Chief Digital Officer, has been appointed CEO of CHEP Europe, effective 11 November 2024. Helen will be succeeded by Louise Herring, currently a partner at McKinsey in London, who will join Brambles as Chief Digital and Strategy Officer and become a member of Brambles' Executive Leadership Team on 11 November 2024.

Helen joined Brambles in 2003, holding leadership roles across finance, commercial, logistics and asset productivity before becoming Vice President, CHEP Northern Europe in 2016. As part of this role, she led Brambles' UK and Ireland businesses until 2021 when she was appointed Chief Data and Digital Officer, adding Group Strategy to her portfolio in FY24.

Louise Herring currently leads QuantumBlack, AI by McKinsey in the UK, Ireland and Israel. In her time at McKinsey, Louise was an adviser to Brambles between 2021 and 2023 and has worked with other leading consumer and client-facing organisations to capture new avenues of growth, enhance customer engagement models and improve organisational performance through digital transformation. Prior to joining McKinsey in 2008, Louise was a consultant at PwC. She holds a BA Hons in Natural Sciences from the University of Cambridge and an MBA from London Business School.

Graham Chipchase, Brambles' CEO, said: "Helen has been instrumental in our customer-focused, digitally driven transformation that has delivered significant value by improving every aspect of our business. Her extensive experience across so many areas of Brambles combined with her exceptional commercial and leadership skills make her the natural choice to drive CHEP Europe through its next phase of growth.

"I am delighted Louise has agreed to join Brambles, bringing her expertise as a globally recognised leader in using data and analytics to drive organisational transformation. She has extensive knowledge of the unique opportunity that digital presents at Brambles. We are confident she will build on the success of our digital function to unlock further value for our customers and business and look forward to having her on our leadership team."

Further Information

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Brambles Limited (ASX: BXB) Under the CHEP brand Brambles helps move more goods to more people, in more places than any other organisation on earth. Its pallets, crates and containers form the invisible backbone of the global supply chain and the world's biggest brands trust Brambles to help them transport their goods more efficiently, sustainably and safely. As pioneers of the sharing economy, Brambles created one of the world's most sustainable logistics businesses through the share and reuse of its platforms 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. The Group employs approximately 13,000 people and owns approximately 347 million pallets, crates and containers through a network of more than 750 service centres. Brambles operates in approximately 60 countries with its largest operations in North America and Western Europe. For further information, please visit brambles.com