

ASX release

21 February 2018

## Appointment of Non Executive Director

Pioneer Credit Limited (ASX: PNC) is pleased to announce the appointment of Mrs Ann Robinson as a Non-Executive Director.

Since listing in 2014 the Company has grown its market capitalisation to over \$180m through a successful focus on supporting its bank vendor partners and by genuinely providing meaningful outcomes to their acquired customers as they seek to achieve financial rehabilitation over time.

Led by Managing Director Keith John, the Company has long signalled that it will develop its services from buying personal loan and credit card customer accounts from the major banks to providing its customers, now numbering over 200,000, with tailor-made credit products as they recover their credit worthiness.

The appointment of Ann brings to the board extensive experience in mergers and acquisitions, finance strategy, performance improvement and innovation.

Chairman, Michael Smith said: "We have taken our time with this appointment and looked extensively across Australia. Pioneer is running very well and this has given us the opportunity to invest in someone who can make a substantial contribution to the next stage of our strategy."

Ann is a senior executive of Wesfarmers Limited, having been with the company since 2005. She is currently a member of the Executive Leadership Team of Wesfarmers Chemicals, Energy and Fertilisers (WesCEF), where she has been a Director for the last five years. At WesCEF, Ann is responsible for creating and leading the Innovation function which includes delivering earnings growth through new products and services and technology-driven process improvement.

Ann holds a BA in Economics and Psychology from UWA, a Bachelor of Psychology from Murdoch University and a Post Graduate Diploma in Applied Finance and Investment from Finsia.

Ann will commence on 27 February 2018.

### Investor and media enquiries:

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