

KMD Brands Limited

ASX / NZX / Media announcement

24 March 2025

KMD Brands announces new Rip Curl CEO

KMD Brands Limited (ASX/NZX: **KMD**, **KMD Brands** or the **Group**) is pleased to announce the appointment of Ashley Reade to Chief Executive Officer (CEO) of Rip Curl. Ashley will join the Group in the coming months and will sit on the KMD Brands Executive Team, reporting to Group CEO Brent Scrimshaw.

Ashley brings two decades of global experience to Rip Curl, joining the iconic Australian surf brand from his role as Vice President & General Manager of Nike Pacific, where he was responsible for growing the region to an AU\$1 billion business. At Nike, Ashley also held strategic leadership positions at the World Headquarters in Portland, Oregon, overseeing global sales for Women's Sportswear and Men's Training. Prior to this, he was based in Shanghai, China, where he was responsible for teams that oversaw the strategic account portfolio – including two of the top five global retail partners.

Brent Scrimshaw, Group CEO and Managing Director KMD Brands, commented: "Ashley has a proven track record of fostering deep consumer connections, building world-class teams, and driving outstanding growth. I'm thrilled to welcome him to KMD Brands and look forward to a partnership that will elevate Rip Curl to be the number 1 surf brand worldwide."

Incoming CEO of Rip Curl, Ashley Reade said: "Rip Curl is the ultimate surfing company, and joining this iconic brand as CEO is a career-defining moment. Having spent the last 20 years celebrating sport and its central role in the lives of customers worldwide, I'm excited to bring that same passion to surfing and the lifestyle it represents."

Ashley grew up in Victoria and spent his summers surfing and exploring the iconic Surf Coast where Rip Curl was founded. He looks forward to being based at the brand's global headquarters in Torquay, Victoria.

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