



MEDIA RELEASE

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The Co-op Announces New CEO

The Co-op is pleased to announce the appointment of Thorsten Wichtendahl as its new Chief Executive Officer. Thorsten takes over from Mr Peter Knock who has stepped down for family reasons, and who has led the Co-op since 2012. Peter has been instrumental in transforming the Co-op into a leading national retailer.

Thorsten joined the Co-op in 2011 as Chief Operating Officer, and in that time he has overseen the Co-op's store network expansion, which has expanded from 39 to 65 stores in less than three years. He has been the key driver behind its multichannel services, product diversification, growth and operational strategies.

"I look forward to leading the Co-op into its next growth phase, and continuing to deepen the relationships with our university partners and enhancing its relevance to our Members while at uni and beyond" Mr Wichtendahl said.

Commenting on Thorsten's appointment as CEO, the Co-op Chairman Joe Merhi said, "Thorsten has worked tirelessly as the COO over the last four years. His depth of experience in retail and strategy sees him placed well to steer our Co-op going forward."

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For further information or to request an interview with **Thorsten Wichtendahl**, please contact **Erin Montgomery**,
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About The Co-op:

- Australia's largest Member-owned retailer with over 1.9 million members
- Australia's largest campus retailer
- Australia's oldest online retailer (since 1996) - www.coop.com.au
- 2015 National Retail Association Multichannel Retailer of the Year Winner
- 2015 Online Retail Industry Awards Best Site Optimisation and Design Initiative Winner
- 2013 + 2014 Australian Retailers Association Multichannel Retailer of the Year Runner Up
- Australia's most innovative omni-channel retailer
- Australians preeminent source of knowledge for future leaders
- Formed in 1958, owned by members for members
- 65 stores nationwide and growing
- Lifetime membership (\$25 once off) open to everyone – extensive member benefits
- Multi-product retailer (includes stationery, computers, tablets, tech gear, apparel, fiction, non-fiction, games & gadgets and other lifestyle products)