



ASX ANNOUNCEMENT

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## Appointment of Naked Communications Global CEO

### **Richard Dunmall joins Naked Communications as Global CEO**

Naked today announced the appointment of Richard Dunmall as Global CEO. Based in New York, Dunmall will be responsible for leading the global network, reporting to Matthew Melhuish, Group CEO of Sydney-based parent company Enero, and working in partnership with Naked Chairman and Co-Founder, Jon Wilkins.

The 36 year old digital media ‘veteran’ was most recently Global Advertising Sales Chief at Microsoft. Prior to that, Richard was responsible for Microsoft’s Asia Pacific and Latin American advertising sales. He has also worked in the mobile ad technology space. Prior to Microsoft, Richard served as Senior Vice President and Managing Director Europe, Middle East Africa (EMEA) of a Quantive-owned Atlas and Drivepm, and he was also CEO of media agency MindShare Interaction. Dunmall, a native of the UK but with extensive global experience across EMEA, Asia Pacific, Latin America and North America, will take up his responsibilities immediately.

On his appointment, Dunmall said: “I am incredibly excited and honoured to be joining the Naked and Enero family. This is a great brand with outstanding clients, people and a special culture. In a cluttered market place, Naked continues to stand out for smart ideas, creative thinking and solving problems for clients. I’m really looking forward to getting stuck in and helping take the Business forward”.

Naked Co-founder and Chairman Jon Wilkins also said: “We are delighted Richard is joining us. He has great drive and energy which can help take Naked to the next level. He has also worked on all sides of the industry which in our rapidly converging world gives us a critical 360° perspective. I have known Richard for many years and always felt he shared similar values and perspectives to Naked on the industry”.

Enero Group CEO Matthew Melhuish added: “Naked is an incredibly important brand for us and we wanted to find someone outstanding to lead it. Richard fits the bill perfectly. ‘A digital native’ global in outlook, with experience across all key markets, he is very well connected across the major client and media industry landscape and has outstanding digital credentials. He has a good track record of building cohesive teams across multiple geographies and is young, smart and energetic so we are very pleased to welcome him into the role”.

#### **About Naked Communications**

Naked Communications was founded in 2000 in London and pioneered communications planning. Over the last decade it has evolved into a broad based strategic and creative communications consultancy working mainly for international brands around the world. Naked Communications is a subsidiary of Enero Group Limited that is listed on the Australian Securities Exchange.

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