



TPG Telecom appoints Group Executive Consumer

Wednesday 13 January, 2021– TPG Telecom is pleased to announce it has appointed marketing executive Kieren Cooney to the role of Group Executive Consumer.

Mr Cooney, who will commence in the role in March, will report to the Chief Executive Officer and join the TPG Telecom Executive team.

TPG Telecom CEO Iñaki Berroeta said Mr Cooney will lead the commercial strategy for consumer across the company's portfolio of brands.

"Kieren is one of Australia's leading marketing executives, and I am delighted to welcome him to the company," Mr Berroeta said.

"He is a transformational change leader, most recently driving customer and sales growth at Foxtel while navigating the sales and marketing functions through the digital disruption.

"Kieren has extensive corporate experience across the media, digital and telecommunications sectors in Australia and New Zealand, including Vodafone New Zealand earlier in his career."

Mr Berroeta said it was a key appointment following the recent merger between Vodafone Hutchison Australia (VHA) and TPG.

"As a house of some of Australia's most popular brands, including Vodafone, TPG and iiNet, we have a huge opportunity to bolster our brands and bring them to more Australians," he said.

"Kieren will lead our strategy to drive growth, innovation and an enhanced customer experience across our brands.

"We always said that we would be a stronger force in the market as a result of the merger, and I'm excited about Kieren's leadership of our brand and product teams."

TPG Telecom is also announcing that Chief Customer Officer - Vodafone and Lebara, Ana Bordeianu, who joined VHA in 2018, has decided to leave the business over coming months.

"I thank Ana for all her hard work to enhance the customer experience, including launching competitive, innovative products and driving Vodafone's very low complaints rate. I wish her all the best for the future," Mr Berroeta said.

Background

Mr Cooney will join TPG Telecom from Foxtel Group where he is Chief Customer, Marketing and Sales Officer. He was previously Chief Marketing and Content Officer at REA Group, and held senior roles at Omnicom and Leading Edge. His telecommunications experience includes Vodafone New Zealand and NBN Co.

Media contact: Jen Zemek, jennifer.zemek@vodafone.com.au, 0451 123 307
