7 July 2023

****

**ProCook Group plc**

**Board Changes**

**CEO Appointment**

ProCook Group plc ("ProCook" or "the Group"), the UK's leading direct-to-consumer specialist kitchenware brand, is pleased to announce the appointment of Lee Tappenden as the Group's CEO. The Board has conducted a thorough external search process, as part of the Group’s succession planning, following on from Daniel O'Neill’s indication earlier this year of his intention to step back from the CEO role, as set out in the Group’s preliminary results announcement on 28 June 2023. Lee is expected to join the Group and Board in early October 2023.

Lee brings extensive leadership, retail and consumer experience, having spent over 25 years with Walmart Stores and Asda, where he held a range of senior management roles. His tenure included roles in merchandising and operations, before becoming Chief Operations Officer, and then President and CEO of Walmart Canada.

He is currently the President at Amyris International, part of the Nasdaq-listed synthetic biology company which produces sustainable beauty and health ingredients and operates its own family of consumer brands. Lee has driven its international expansion, through developing strategic retailer partnerships, and its direct-to-consumer ecommerce and brand marketing capabilities.

Daniel will remain in the role of CEO until Lee joins the Group, and will be available as required to support an orderly transition. Having founded ProCook over 27 years ago, the Group will continue to benefit from Daniel’s deep knowledge of the business. He will remain on the Board, transitioning to a Non-Executive Director role, supporting the Group’s continued development, with a particular focus on his passion for continually improving the product range.

**Greg Hodder, Chairman, commented:**

“I would like to extend a very warm welcome to Lee as our new CEO. With his extensive leadership, retail and consumer background, his experience will be invaluable in leading ProCook through its next stage of development as we grow the business.

“I would also like to take this opportunity to recognise everything Daniel has done as the Founder and leader of this business over the last 27 years, most recently culminating in the Group’s IPO in 2021 and subsequently navigating the challenging market conditions over the last 18 months. He is responsible for creating ProCook and is an outstanding entrepreneur. He will continue to add value to ProCook through his passion for the business and its products, and I look forward to our continued work together over the years ahead.”

**Daniel O’Neill, CEO, commented:**

“I am extremely proud of what we have accomplished with the business over the last 27 years, now is the right time for me to hand over the reins to a new CEO. Lee brings with him a passion for what we have already created and is excited about opportunity to lead ProCook on the next stage of its journey. His extensive experience in retailing, specifically in a direct to consumer environment and in delivering growth, made Lee the perfect choice. I very much look forward to working with him and remain fully committed to supporting ProCook’s continued growth and performance.”

**Lee Tappenden, CEO designate, commented:**

“I am very excited to be joining the business at this stage; still in its infancy as a listed company and with considerable potential for sustainable, long-term growth. Whilst we are operating in difficult macroeconomic conditions, substantial work has been done by the existing team to ensure ProCook emerges stronger, and I look forward to building on this excellent platform.”

**For further information please contact:**

|  |  |
| --- | --- |
| **ProCook Group plc**  Daniel O’Neill, Chief Executive Officer & Founder  Dan Walden, Chief Financial Officer | investor.relations@procook.co.uk |

|  |  |
| --- | --- |
| **MHP Group (Financial PR Adviser)**  Katie Hunt  Catherine Chapman | procook@mhpgroup.com  Tel: +44 (0)7711 191 518 |

**Notes to editors:**

ProCook is the UK's leading direct-to-consumer specialist kitchenware brand. ProCook offers a direct-to-consumer proposition, designing, developing, and retailing a high-quality range of cookware, kitchenware and tableware which provides customers with significant value for money.

The brand sells directly through its website, www.procook.co.uk, and through 58 own-brand retail stores, located across the UK.

Founded over 25 years ago as a family business, selling cookware sets by direct mail in the UK, ProCook has grown into a market leading, multi-channel specialist kitchenware company, employing over 600 colleagues, and operating from its HQ in Gloucester.

ProCook has been listed on the London Stock Exchange since November 2021 (PROC.L).

Further information about the ProCook Group can be found at www.procookgroup.co.uk.