



MATTHEW PERCIVAL

Matthew Percival is dedicated to sharing a working lifetime of experience in senior management to bolster the success of executives, non-executive directors and their organisations.

Deep business knowledge is drawn from three decades of leading the public affairs function and being a member of the most senior leadership team for a number of top 20 ASX listed companies primarily in financial services and banking but also in the FMCG sector.

Matthew's expertise has been enhanced by a close working association with some of Australia's most prominent Chairmen, NEDs and CEOs. This has enabled him to act as counsel to bring clarity to complex managerial problems and relationships.

As Chief of Staff and Group Executive Public Affairs at AMP for 16 years Matthew managed innumerable issues and crises for both individuals and the Company as well as public advocacy campaigns, IPOs, takeovers, divestments and AGMs. He frequently assisted in growing the skills of future leaders and acting as a sounding board for NED's and members of the senior leadership group. Matthew's team was consistently rated as the most engaged at AMP and consequently his advice was sought on best practice approaches to managing departments and assisting with strategies for functions to engage effectively with the organisation.

Before joining AMP, Matthew held a similar role with the dynamically expanding Colonial Ltd where he was involved most notably in many acquisitions, devising and implementing strategies to obtain licences to operate in China and Vietnam, and refreshing the brand. Matthew joined Colonial from Carlton United Breweries (CUB) where he had worked closely with the establishment of breweries in China and establishing programs for the responsible use of alcohol. Prior to CUB, Matthew was for six years General Manager Public Affairs at the ANZ Group where he was the youngest appointment to the senior management team.

Additional experience includes working as a public affairs adviser for The Coca-Cola Company, Lindeman Holdings (a wholly owned subsidiary of Philip Morris) and in politics as an adviser to the Hon. Jeff Kennett former State Premier of Victoria.

Matthew is married to Kirsten who manages a philanthropic fund. He has two adult sons and other interests include ocean sailing, domestic and international public affairs and positive psychology. He holds BA from UNSW and has recently undertaken studies in positive psychology, coaching and with the Institute of Company Directors.