

For immediate release

5 February 2024



## ALLIANCE PHARMA PLC

("Alliance", "Company" or the "Group")

### New Chair Appointment

Alliance Pharma plc (AIM: APH), the international healthcare group, announces its plans for Board evolution.

Alliance has transitioned from a Prescription Medicines business to a fast growth Consumer Healthcare company over recent years, with Consumer Healthcare revenues representing 75% of Group revenues in 2023. Over the last five years, Jo LeCouilliard has been instrumental in driving this transition, first as a Non-Executive Director and, more recently, as Chair. Under her leadership, the Company has strengthened the Board, appointing two new directors with Consumer experience, particularly in the APAC region. Jo and the Board feel that it is now appropriate for her to step down from the Board and to appoint a new Chair, with strong international Consumer Healthcare experience, to lead the Company through its next strategic phase, focusing on organic growth through marketing and innovation.

The Board is pleased to announce that Camillo Pane will be appointed to the Board and assume the role of Chair on 19 February 2024 following a handover period from Jo. Camillo has over thirty years' experience in US, European and Asian public, multinational Consumer companies. During his career, Camillo has held a number of senior positions at Reckitt Benckiser where he spent almost 20 years across both Global and Regional roles, including Senior Vice President and Global Category Officer for Consumer Health, before moving to Coty Inc, one of the largest beauty companies in the world, where, as CEO, he led the merger with Procter & Gamble Specialty Beauty. Most recently, he was Group CEO of Health & Happiness Group, a global Health and Nutrition company listed on the Hong Kong Stock Exchange with revenues of around \$2bn.

#### Richard Jones, Senior Independent Director of Alliance, commented:

"On behalf of the Alliance Board and the Company I would like to thank Jo for her significant contribution to Alliance over the past five years and wish her well for the future. We look forward to Camillo joining the Board as Chair and harnessing his wide-ranging consumer healthcare experience to further enhance and develop our Group strategy. In the meantime, the Board remains focused on creating value for our shareholders by investing in growth whilst carefully managing our cost base."

*In accordance with Schedule 2 (g) of the AIM Rules for Companies, Camillo Pane (aged 53 years) holds/has held the following directorships/partnerships in the last five years:*

<i>Current directorships/partnerships</i>	<i>Previous directorships/partnerships (last five years)</i>
<ul style="list-style-type: none"><li>• VCP &amp; Partners Limited</li><li>• LSG Hydra Limited</li><li>• Passione Beauty s.p.a.</li></ul>	<ul style="list-style-type: none"><li>• Ocean Labs Beauty Ltd</li><li>• Loum Holdings Ltd</li><li>• Present Life Ltd</li><li>• Kadenwood Inc</li></ul>

*Camillo Pane currently holds no ordinary shares in the Company.*

*There are no further disclosures to made be under Schedule 2(g) of the AIM Rules for Companies.*

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## **About Alliance**

Alliance Pharma plc (AIM: APH) is a growing consumer healthcare company. Our purpose is to empower people to make a positive difference to their health and wellbeing by making our trusted and proven brands available around the world.

We deliver organic growth through investing in our priority brands and channels, in related innovation, and through selective geographic expansion to increase the reach of our brands. Periodically, we may look to enhance our organic growth through selective, complementary acquisitions.

Headquartered in the UK, the Group employs around 285 people based in locations across Europe, North America, and the Asia Pacific region. By outsourcing our manufacturing and logistics we remain asset-light and focused on maximising the value we can bring, both to our stakeholders and to our brands.

For more information on Alliance, please visit our website: [www.alliancepharmaceuticals.com](http://www.alliancepharmaceuticals.com)

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