

## Brasher begins role as Pick n Pay CEO

Pick n Pay Stores today, 1 February 2013, announced that following the announcement of its new CEO in October last year, CEO Richard Brasher had started his role at Pick n Pay slightly early - on 23 January.

Gareth Ackerman's role has reverted to non-executive chairman.

After an extensive international search, the company appointed Brasher, the former Tesco board member, to the position of Pick n Pay CEO.

Brasher (51) was a leading member of the top team and main board of Tesco, transforming the company into a global retailer and taking Tesco to clear market leadership in the UK with a market share in excess of 30%.

During Brasher's 25-year career, Tesco expanded both domestically and internationally, and became a benchmark on many aspects of retailing.

Ackerman said that Brasher's experience will stand him in good stead across all major areas of the Pick n Pay business, including Pick n Pay's smart shopper loyalty programme, now with well over 6 million members, its private label business and its online shopping facility.

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