



MEDIA RELEASE

Media Release: 23 January, 2018

Adshel NZ Enters 2018 with Two New Sales Appointments

Adshel NZ announces the appointment of two new staff members to its Auckland sales team, Mark Banbrook and Sarah Cowie.

As Christie Tanner, Adshel's Auckland Group Sales Manager enters her final weeks before heading off on Maternity Leave, digital sales expert Mark Banbrook steps into the coveted role. Sarah Cowie also joins as Account Manager, expanding the sales team in 2018.

Mark joins Adshel from Mediaworks where he was General Manager of Digital Direct, bringing a wealth of invaluable digital sales experience from across multiple media disciplines including television, radio and magazines.

Mark has been with Adshel since December 2017 and is looking forward to what 2018 brings;

"I have been working closely with Christie and the fantastic Adshel team over the past two months, and look forward to stepping into the role of Auckland Group Sales Manager this year, particularly during what is an exciting digital growth trajectory for Adshel. I also wish Christie all the best on becoming a mother."

Ben Gibb, Adshel's Sales & Marketing Director is ecstatic to have secured a talent like Mark;

"We are extremely pleased and excited for Christie becoming a mother, a role we know she will be a natural at. While we will miss Christie greatly, we are delighted to have Mark on board. Mark is very well regarded and connected in the industry and his strong digital background aligns well with our future ambitions."

"2018 will see us continuing with our growth aspirations and, on-boarding top-notch talent to add to the team will help us continue to provide outstanding service to our clients."

Building on Adshel's 2017 growth, they have also bolstered the core sales team with the appointment of Sarah Cowie as Account Manager, bringing the Auckland sales team to full capacity.

Sarah joins Adshel from Sky Media, London, where she held sales roles that saw her responsible for key high-profile agency relationships, sponsorship agreements and campaign project management.



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Sarah is excited to become a part of the high performing sales team;

"I am so over-joyed to come home to New Zealand to be part of an amazing team. The growth Adshel has experienced has been phenomenal and I can't wait to contribute to that success."

Of Sarah, Christie Tanner, Adshel's exiting Auckland Group Sales Manager says;

"Sarah's smart approach and strategic thinking will add a new dynamic to the Auckland sales team, coupled with her valuable overseas experience and knowledge of the out-of-home market we're very pleased to welcome a person of this calibre."

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About Adshel

As a leading out-of-home media company, Adshel allows advertisers across Australia and New Zealand to connect, engage and influence commuters where they work, live, shop and play. Adshel is the most recognised name in street furniture, and a key player in the out-of-home media market, reaching 82%* of New Zealanders. Adshel was formed in 1997 and is wholly owned and operated by HT&E.

Looking ahead, Adshel will continue to lead the market in innovation and insights with a world-first national digital roadside network and industry-leading consumer research programs. Expanding their portfolio into data and geo-targeting solutions, they're always searching for the next big thing in out-of-home, ensuring they offer advertisers new and robust ways to reach, engage and impact their audience.

Adshel is New Zealand's only national street furniture provider with the scale, flexibility, creativity and innovation to drive results.

*Source: New Zealand Census

For more information, visit <http://adshel.co.nz/>