



SUPERDRUG ANNOUNCES LEADERSHIP TEAM RESHUFFLE AND RENEWED FOCUS ON TRENDS, DIVERSITY AND VALUE

- Simon Comins, previously Commercial Director, will move to Chief Commercial Officer, as he marks 35 years with the business
- Matt Walburn, previously eCommerce Director, will move to eCommerce, Customer and Marketing Director, taking on a far larger remit and driving forward Superdrug's new Marketplace
- Amy Davies has been promoted to People Director from Head of People and will sit on the Superdrug and Savers leadership team
- Meg Potter moves to Trading Director and will also be joining the executive board, alongside Jamie Archer, who will sit on the board as Own Brand Director
- Joanne Mackie will move from Customer and People Director at Superdrug to fulfil the role at group level at A.S Watson, Superdrug's parent company

Superdrug has announced several new leadership moves as part of an executive board reshuffle. The organizational change sees female board presence bolstered, value prioritized via own-brand, and a focus on inclusion, diversity and trends to reflect the growing Gen-Z customer base.

Simon Comins, previously Commercial Director, will move to Chief Commercial Officer, as he marks 35 years with the business, starting in 1987 on the Superdrug shop floor, and working his way up to the boardroom.

Simon commented "At Superdrug, our strategy focusses on introducing our customers to the newest and best trending products in health and beauty while bringing them the value they know and love from us. I know these new roles will help us achieve this goal, while creating an amazing culture for anyone who works or shops with us."

Former eCommerce Director Matt Walburn's remit will widen significantly as he takes on the role of eCommerce, Customer and Marketing Director, driving the brand's omnichannel strategy as well as the recently announced Marketplace, which he describes as "a vital step for our business as we look to strengthen further our role in health and beauty retail and start to build into new associated categories."

Former Head of People, Amy Davies, has been promoted to People Director and will sit on Superdrug's Executive Board. Davies has been with Superdrug for 13 years, beginning as an Employee Relations Manager.

Superdrug has been listed as a 'leader in diversity' since 2019, and Amy's appointment will continue to spearhead the focus on inclusion, diversity internally. Amy's remit will also cover employee wellbeing, and build on Superdrug's success here following its recognition on the Social Mobility Employer Index in 2020.

Amy commented *“Our people make us the business we are, and I’m looking forward to continuing the work that we have already taken in supporting our colleagues by focusing on the wellbeing of teams, building our CSR strategies and honing our talent for the future.”*

Meg Potter will move to Trading Director and will also sit on the Superdrug Executive Board. Potter will be responsible for Personal Care, Cosmetics, Fragrance, Hair and Skincare. Meg joined Superdrug in 2008 as a Senior Buyer working across a variety of categories, rising to Head of Trading for Sun, Skin and Hair Care in 2013, finally leading the Cosmetics and Fragrance teams from 2020.

Alongside her, Jamie Archer will take a new role as Own Brand Director to drive innovation in Superdrug’s accessibility, value, and brand-building strategies.

Meg Potter commented *“I have built my career on a passion for discovering new trends, building brands and securing exclusives for our customers. With my new role, and exciting developments such as our new marketplace platform, I believe we’re in a better position than ever to make the biggest trends in health and beauty accessible to our customers, while continuing to bring the value they know and love us for.”*

Jamie Archer explained *“We truly believe that our own brand ranges measure up to the biggest brands in the market in terms of efficacy, whilst bringing real value where our customers need it most. Not only that, we’re proud of our record of creating and building our own innovative brands into household names, and I’m excited at the step-up to focus on driving this even more at the top level of our business.”*

Notes to editor:

Superdrug offers the best in trending beauty brands, everyday personal care and essential health products. With over 830 stores across the UK and Ireland, Superdrug brings the best in accessible beauty and health to the high street and online.

Superdrug shoppers can locate their nearest store by visiting the [store finder](#) on superdrug.com.

For further information please contact the Superdrug press office at Mind+Matter on 01273 712000 or email superdrug-mindplasmatter@ashfieldhealth.com.

About A.S. Watson Group:

Established in Hong Kong in 1841, A.S. Watson Group is the world’s largest international health and beauty retailer operating over 16,100 stores under 12 retail brands in 27 markets, with over 140,000 employees worldwide. For the fiscal year 2020, A.S. Watson Group recorded revenue of US\$20.6 billion. Every year, we are serving over 5.9 billion shoppers via our O+O (Offline plus Online) platforms, providing tech-enabled retail experience to customers offline and online.

A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has four core businesses - ports and related services, retail, infrastructure and telecommunications in over 50 countries.

Please visit www.aswatson.com for more information.

