

Media Release

New Marketing Head

Challenger Limited
15 November 2016, Sydney

CHALLENGER APPOINTS MARKETING HEAD

Challenger has appointed Debbie Jensen as General Manager, Marketing. The role promotes Challenger's brand in retirement incomes across all marketing channels including business channel marketing and consumer and digital marketing.

Challenger Chief Executive Distribution, Marketing and Research, Paul Rogan said he is delighted that Debbie is joining Challenger to head its accomplished marketing team.

"She is a highly experienced strategic marketer and brings international experience in marketing and product management roles across the superannuation and asset management sectors.

"We look forward to Debbie leading the promotion of Challenger's market-leading brand in retirement income solutions," said Mr Rogan.

Ms Jensen joins Challenger after three years as Head of Marketing at StatePlus. She has previously held roles with companies that include MLC Investment Platforms, NAB Private Wealth, Lombard Odier Darier Hentsch and Investec Investment Management.

Ms Jensen holds a Master of Marketing from Australian School of Business, UNSW and Bachelor of Commerce (Economics) from the University of South Africa.

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About Challenger

Challenger Limited (Challenger) is an investment management firm managing \$62.0* billion in assets. It is focused on providing customers with financial security for retirement.

Challenger operates two core investment businesses, a fiduciary Funds Management division and an APRA-regulated Life division. Challenger Life Company Limited (Challenger Life) is Australia's largest provider of annuities.

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