



PRESS RELEASE

CROWN RESORTS ANNOUNCES DANIELLE KEIGHERY AS CHIEF CORPORATE AFFAIRS AND BRAND OFFICER

4 November 2021 – As part of its ongoing business transformation, Crown Resorts has today announced the appointment of seasoned Corporate Affairs and Marketing professional Danielle Keighery into the newly created role of Chief Corporate Affairs and Brand Officer for Crown Resorts.

Currently the Chief Customer Officer at Bank of Queensland Group, Ms Keighery also spent 16 years at Virgin Enterprises and Virgin Australia Group in senior executive roles across Corporate Affairs, Brand, Marketing and Customer Experience.

Commencing early in 2022, Ms Keighery will lead Crown's brand and reputation work across all touchpoints and align its corporate affairs, public relations, government relations, brand, sponsorship, media and all corporate communications functions under her stewardship.

Ms Keighery brings to the role more than 20 years' experience leading integrated corporate and public affairs, customer, and marketing functions for some of the world's largest and most high-profile companies in the aviation, telco, media and wealth management sectors.

In her current role at Bank of Queensland Group, Ms Keighery has led the rebuild of the corporate affairs and marketing functions, and the design and implementation of a customer transformation program for the BOQ Group of brands.

Crown Resorts CEO Steve McCann said Keighery's appointment is the latest in a series of key hires to the new executive team, and is an important step in enhancing the way Crown communicates with stakeholders right across the board.

"Danielle's experience in high profile, highly regulated and complex industries makes her a perfect fit for Crown Resorts. As part of our transformation we have committed to a more proactive approach with our stakeholders to rebuild trust as well as equity in our brand more broadly. Danielle's unique experience makes her perfectly placed to drive this and we look forward to her joining the executive team early in the new year."

Ms Keighery is the latest in a series of key executive appointments made at Crown Resorts this year as part of its significant business transformation program led by Crown Resorts CEO Steve McCann.



P R E S S R E L E A S E

This includes Chief Compliance and Financial Crime Officer, Steven Blackburn; Group General Counsel, Betty Ivanoff; Chief People & Culture Officer, Tony Weston; and Executive General Manager of Transformation and Regulatory Response, Nick Weeks.

ENDS

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CROWN RESORTS MEDIA RELEASES

Copies of previous media releases issued by Crown are available on Crown's website at <https://www.crownresorts.com.au/investors-and-media/media-releases>