



VOTE JO COUGHLAN FOR THE FMG BOARD

Thank you for considering my nomination for the Board of FMG. I am honoured to have been nominated by Bruce Wills, Katie Milne and Hamish English.

In my professional career I have spent many years promoting and advocating for the primary industries representing farmers, agribusiness and industry associations.

CORPORATE

- New Zealand Aluminium Smelters Limited
- National Bank of New Zealand Limited
- AMP New Zealand Limited
- Ergo Personal Financial Services Limited
- Press Secretary, NZ Foreign Minister and Deputy Prime Minister
- Silvereye Communications Limited
- Agribusiness New Zealand Limited

GOVERNANCE

- Independent Director, DairyNZ Limited
- Wellington City Councillor
- Chair Economic Development
- Director, Positively Wellington Tourism
- Deputy Chair, Life Education Trust NZ
- Chair Life Education Trust, Wellington City
- Trustee, NZ Amateur Sports Association
- Chair, New Zealand Chinese Language Week Trust

CONSULTANCY

- Built a public relations and communications business
- 20 years advising on strategic communications, marketing and public relations
- Represent national and international clients across all sectors.

INTRODUCING JO

Originally from a sheep and crop farm in Mid-Canterbury, 29 years ago I married a Southland Farmer. Farming is in our DNA. Our family has a 100-year history with FMG. We have appreciated the excellent service provided by the Mutual. I want to see that continue and grow to support future generations.

That's why I want to represent you as a Director. I bring diverse thinking and experience to FMG as a wife, mother, businesswoman, director, volunteer and politician. My career spans manufacturing; banking and financial services; consulting; politics – local and central government; not-for-profit and governance. Working in corporates; building a successful business with national and international clients; taking leadership roles in the community and being a politician brings many challenges. I am a proud grandmother. I have built a family, a career and a business. Just like FMG we are fortunate to be creating a lasting legacy.

"I welcome the opportunity to represent you and bring a diverse range of experience to the table."

As a Director I believe in getting the best from the organisation and building capability and supporting people to be the best they can be. I bring a fresh perspective and look at issues strategically and with an open mind. I like to get things done. I enjoy working in a team and building teams. In my own business I have encouraged and supported men and women from diverse backgrounds as they strive to balance personal and family life with building careers. My eye is on investing - not just for now - but for future generations.

FMG has endured and served its members well. With the pace of change today, who knows what the next 100 years will bring. In an ever-changing world, members will strive for peace of mind, prosperity and to mitigate risk. I ask for your vote as we ensure FMG is there to support them.

"If you would like me to represent you then please don't forget to vote. Voting closes 5pm, Monday 24th August."*

Thank you for considering my nomination.

Kindest regards,

*The outcome of the election will be determined post 24th August. In order to be valid, proxy voting forms must be signed and received by Lisa Murray, General Counsel, by 5 pm, Monday 24th August 2020 (Lisa.murray@fmg.co.nz). Ernst & Young will validate the results and outcomes of the election process.

If you have any questions of me I would welcome the opportunity to answer them. Please email me at Jo@silvereye.co.nz or call me 021 522 142