

# Introducing new Bell Equipment Group CEO Ashley Bell

*Bell Equipment Limited appointed Ashley Jon Bell (41), grandson of the company's founder Irvine Bell, as the new Group Chief Executive Officer (CEO) effective from 1 January 2024.*

This follows the resignation in July last year of Group CEO, Leon Goosen, who left the company on 31 December 2023 after 16 years of service, five and a half spent as Group CEO.

Ashley is well acquainted with the company having served as a non-executive director on the Board since March 2015 and has provided valuable input as a member of the Board's Risk and Sustainability and Social, Ethics, and Transformation committees.

A qualified commercial helicopter pilot, Ashley holds a degree in business management and has previously worked for Bell Equipment after graduating in 2007 assisting with product marketing management of the Bell Articulated Dump Truck (ADT) and Backhoe Loader ranges. Since then, he has jointly established and managed several successful businesses in various industries.

He also co-founded Matriarch Equipment with his brother, Justin Bell in 2009. The company focused on developing innovative equipment for a wide spectrum of industries and enjoyed notable success in agriculture and forestry due to its 'customer-centric' approach and quick turnaround of niche solutions. Bell Equipment acquired Matriarch in 2019 as part of its strategy to revitalise its presence in the agriculture and forestry industries and its products now fall under the Bell brand.

Gary Bell, Non-Executive Chairman of Bell Equipment, congratulated Ashley on his appointment. "Ashley joins a sizeable team representing the third generation of the Bell family actively engaged in the business and it's heartening to see the next generation stepping up to play an integral role in the future of the company. Having worked closely with Ashley for several years he has all the personality traits and credentials we need, is well aligned with the Board's strategy, and is a good fit to lead our experienced management team. I have every confidence that he will build on our family legacy with dedication and a passion for the business. On behalf of the rest of the Board, we congratulate Ashley on his appointment and look forward to working with him in his new role and contributing significantly to our continued success and growth."



**Bell Group CEO, Ashley Bell.**

Ashley said: "I am fortunate to have grown up in an environment where Bell Equipment has been a central theme, and I am both honoured and excited to step up as Group CEO. I look forward to working with the entire Bell team, supported by our customers and suppliers, to ensure we execute our group strategy and make a positive impact for all stakeholders. I would like to extend my sincere thanks and appreciation to the Board for the trust and confidence they have shown in me taking on this role."