



Australian's favourite non-food brand Anko appoints global CEO to lead expansion into the European market

- **New Chief Executive Officer, Arjun Puri has been appointed to drive growth of Anko globally, particularly in the European market.**
- **The move comes as Anko's parent company - Australian retail giant Kmart Group, expands its global presence with the Anko brand, building on their recent entry into India and Canada.**
- **Anko is currently an AU\$6bn (£3.1bn)* multi-category brand leading in homewares, with 88% of Australian families buying from the range every year.**

Australia's biggest non-food retailer Kmart Group has further signalled their intention to expand their Australian designed product into international markets with its own product development brand Anko, setting sights on Europe with the appointment of Arjun Puri as the first CEO for Anko Global.

Arjun has spent over 12 years with parent company Kmart Group, building its unrivalled global sourcing capabilities and supply chain ecosystem across all categories. He will now focus on taking Anko into new markets beyond Australia and New Zealand with strategic B2B partnerships.

Anko's entry into new markets has already successfully begun, reaching consumers in Canada through a partnership with their renowned Hudson's Bay department stores, and consumers in India online through Amazon and Flipkart. Talks are now underway with retailers in Europe to introduce the brand into those markets.

Currently an iconic AU\$6bn (£3.1bn)* brand, Anko is a household staple for Australians, with 88% of Australian families buying from the range every year. Anko, was created to provide private label in-house designed products for Australia's biggest and most loved department store Kmart, forming 85% of the range in Kmart.

Combining world class Australian led design, quality, and responsible sourcing with value, Anko spans almost all non-food categories, including home, toys, clothing, fitness, travel, stationery, and pets.

Ian Bailey, Managing Director of Kmart Group, said: "Anko is a much-loved brand that Australians and New Zealanders rely on daily. With his invaluable contributions and leadership, Arjun will continue to be a driving force behind the notable success of Anko across the globe and elevate the brand to new heights. Anko can play a meaningful role for retailers in other parts of the world.

Arjun Puri, CEO of Anko Global, said: 'By working closely with our suppliers, building long-term relationships, and utilising data and technology, we have built what we believe is a world-class brand. We know from our conversations with retailers around the world that they are looking for solutions to their non-core categories and I'm excited by the opportunity to share our Anko offer with them.

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Notes to editors

Anko is a data and technology driven product development company that delivers curated product and category ranges that spark an emotional connection with customers triggering an increase in market basket, repeat visits, and long-term customer value. The company is owned by Australian-based Kmart Group, with Anko product sales AU\$6bn (£3.1bn)* through its Australian designed products. Anko provides 85% of the product ranges in Kmart, Australia's biggest and most loved department store across categories including home, clothing, pets, travel, stationery, and toys with a constantly evolving range of over 25,000 products.

Anko products are available at Kmart Australia and New Zealand stores, Catch (online marketplace owned by the Wesfarmers conglomerate), Hudson Bay department stores and online at Amazon and FlipKart for consumers in India.

**Statistic relates to the 2022 calendar year*

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