

27 January 2021



Chief Financial Officer transitions to Chief Operating Officer

[Vital](#) Limited (NZX: VTL) today announced that Jason Bull, currently in the role of Chief Financial Officer, will transition to Chief Operating Officer effective 1 February 2021.

Vital over the last 4 years has been focused on transforming the company for future growth which has included; debt reduction, rollout of new digital radio network, redesign and undergrounding of Wellington fibre network, new banking facility, capital raise, new products and services, recruitment of key personnel and a rebrand.

Vital now needs to focus on how it delivers the growth and new services in an efficient and effective manner. The opportunities that exist for Vital and its shareholders over the next few years are potentially huge in terms of share growth and value that can be delivered.

We now need to ensure that the business and our processes operate in an efficient and cost-effective manner in order to drive up customer satisfaction and achieve profitable growth.

The COO will retain the existing CFO functions as well as be responsible for optimising Vital's operating capabilities, developing strategies to maximise customer satisfaction. This will also include understanding our churn as we move the company towards our BHAG and supporting the growing demands and complexity of the business as it continues to develop. The COO will have an overview across all day to day operations and directly supports the business in order to enable efficient execution of its strategy and deliverables.

Ends

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