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## Latest Appointment in Advisory Services Expansion

### WYNNSTAY GROUP PLC

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**Wynnstay Group plc**  
**("Wynnstay" or "the Company")**

### **Latest Senior Appointment in Expansion of Advisory Services**

Wynnstay, the agricultural and specialist merchanting group, is delighted to announce the appointment of Toby Reich as Head of Seed at Wynnstay Agricultural Supplies. This appointment follows three other senior appointments made over the past nine months when David Howard joined the Group as Head of Dairy Services in May 2020, Tomi Jones was appointed as National Hardware Manager in February 2020 and Bryn Hughes was appointed as National Beef and Sheep Specialist towards the end of 2019.

These appointments reflect the Company's focus on enhancing its senior management teams with additional specialists. This is part of Wynnstay's strategy to support the expansion of its advisory services to farmers. Wynnstay sees an increasing role in assisting farmers as they respond to changes in UK farming, seek to improve farm efficiency and drive environmental initiatives.

As Head of Seed, Toby Reich leads the Company's Seed Specialist and Operations teams based at Astley and Selby and will be responsible for implementing Wynnstay's growth strategy in this sector. This includes the planned upgrade of the Company's seed processing facilities. Toby brings a breadth of experience to Wynnstay, having previously worked in senior management and sales roles in the industry at companies including Syngenta, Fera Science and KisanHub.

David Howard, Head of Dairy Services, has taken responsibility for driving an advice and data-led new strategy for Wynnstay's dairy team. He has substantial experience in the UK ruminant feed industry, and specialist knowledge in key areas such as robotic milking, lameness and transition cow management. Tomi Jones, National Hardware Manager, is leading new hardware sales with a focus on co-ordinating dedicated regional experts. Bryn Hughes, National Beef and Sheep Specialist, is working closely with large beef and sheep integrators.

#### **Gareth Davies, CEO of Wynnstay, commented:**

*"We are highly focused on aligning ourselves with the evolving needs of our customer base. Our new appointments, including Toby Reich as Head of Seed, David Howard as Head of Dairy Services, Tomi Jones as National Hardware Manager and Bryn Hughes as National Beef and Sheep Specialist, strengthen our senior management team. In particular, they will help to drive Wynnstay's advisory services, which are centred on bringing the latest sustainable farming techniques and products to farmers."*

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