



## GUZMAN Y GOMEZ ANNOUNCES HILTON BRETT TO JOIN STEVEN MARKS AS CO-CEO

**Sydney, Australia – 9th October, 2023** – [Guzman y Gomez](#) ('GYG'), Australia's fastest-growing quick-service restaurant business, proudly announces the appointment of Hilton Brett as co-CEO alongside founder and CEO, Steven Marks, effective immediately.

Hilton Brett has served as a Non-Executive Director on the Guzman y Gomez Board for over five years and brings a wealth of experience and expertise to the leadership team, with an impressive track record in the business world spanning more than 25 years. Notably, he has held the position of co-CEO of Accent Group Limited, a \$1b ASX-listed company, where he led the company in delivering total shareholder returns of over 25% CAGR.

With a proven ability to drive operational excellence, expand market presence and navigate the complexities of being a public company, Hilton is uniquely qualified to help Steven lead GYG through its next growth phase, including its expansion further into the US market and IPO preparations. This partnership complements Steven's visionary leadership and passion for the brand, enabling both co-CEOs to excel in their respective domains and concentrate on the areas in which they thrive.

In terms of operating structure, Steven will retain food, marketing, operations and the US, Hilton will be leading finance, IT, HR, legal, real estate and investor relations but each will have a line of sight into all departments.

Steven Marks, who co-founded GYG nearly 17 years ago and has served as CEO since 2006, stated:

"I couldn't be more pleased to announce Hilton Brett is joining me as co-CEO of Guzman y Gomez effective immediately.

Hilton has been on the board of GYG for the last five years so his knowledge of GYG's business model and our company culture didn't need to be taught or learned. When he joined us in a full-time capacity as acting CFO four months ago, he immediately knew what needed to be done and got to work.

GYG is a unique business with an opportunity to become the biggest and best restaurant company in the world. The most important thing for me was finding a co-CEO who would bring in the skills we needed for the next chapter of growth for GYG. Hilton has public market CEO experience, he's scaled businesses and he knows finance, real estate, operations, procurement, legal and HR.

Hilton has also shared the role of co-CEO in the past and therefore knows what it takes to succeed. We trust one another implicitly which is important in any working relationship but particularly one like ours where we'll be working so closely.

Hilton is an outstanding executive and co-CEO and I know our franchisees, leadership team, Hola Central teams and investors will join me in officially welcoming Hilton to the role."

Under Steven's leadership, GYG has achieved remarkable success, most recently reporting a 32 percent lift in global network sales to \$759 million in FY23, while also earning a reputation for its exceptional food quality and outstanding customer service. The addition of Hilton as co-CEO is expected to bring even further capabilities to help drive growth and innovation within the organisation, while also preparing the company for a successful listing on the ASX.



Hilton Brett stated,

“It had to be a really special and unique opportunity to get me to become a CEO again, and, in my opinion, GYG is one of the best consumer businesses in the world. GYG’s restaurant economics are some of the best in the world and we have at least 800 more restaurants to roll out in Australia alone which gives us an unbelievable growth runway for many years to come. The opportunity to be part of this was too good to say no to.

GYG really are reinventing fast food. The quality of our food, the incredible guest experience, the white space here in Australia and globally and the unit economics of the restaurants are second to none.

There are very few people that have achieved what Steven has. I am inspired by his passion and vision and having the opportunity to work alongside him to build GYG into one of the best restaurant businesses in the world is a privilege.

I feel what I bring to this partnership is public market CEO experience, 25 years of running retail businesses, experience in growth and scaling the business and knowing what’s required to put in the support and infrastructure to be able to execute our strategy.”

The last five years saw Hilton Brett serve as an Operating Partner at TDM Growth Partners (TDM), GYG’s largest shareholder. With this new appointment, Hilton will be leaving TDM to focus full time on GYG.

**-ENDS-**

### **About Guzman y Gomez**

Guzman y Gomez (“GYG”) is Australia’s fastest-growing quick-service restaurant business with a vision of becoming the best restaurant company in the world. GYG currently operates 202 locations across Australia, Japan, Singapore, and the United States, with plans to open over 40 new locations in Australia per annum over the medium term with a clear path to at least 1,000 restaurants.

GYG is driven by a passion and energy for re-inventing fast food. GYG serves clean, authentic, fresh, made-to-order Mexican food with no added preservatives or artificial flavours. Its food is prepared daily in-store from fresh produce, and when combined with GYG’s bespoke sticker system and dual linear kitchen, delivers a burrito every two seconds, resulting in over 39 million burritos and burrito bowls sold in FY2023. GYG’s menu caters for all day parts - breakfast, lunch, dinner, and late night - and guests can order dine-in, takeaway, drive-thru, app, web and delivery.

The brand is led by CEO and Founder Steven Marks and employs over 10,000 people. Institutional shareholders include TDM Growth Partners, Barrenjoey, Aware Super, Athletic Ventures and Point King Capital. The last round valuation (September 2022) was \$1.5bn.

For further information, visit Guzman y Gomez at <https://www.guzmanygomez.com.au>

The release of this announcement was authorised by the Board of Directors.

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