

Dearne Cameron appointed new Chief Executive Officer of Pareto Fundraising

Media Release

9 February 2017

Pareto Fundraising, a division of ASX listed IVE Group Ltd, has today announced the appointment of Dearne Cameron to the role of Chief Executive Officer.

Dearne will succeed one of Pareto's co-founders, Paul Roberts, who will transition to the role of Senior Consultant, continuing to play a key role within the Pareto team as a mentor in the areas of data insights and fundraising strategy. Dearne will join us on 20th February.

Dearne brings with her 18 years' experience from the not-for-profit sector complemented with extensive experience in the commercial sector where she also held a variety of Director and Advisory Board positions.

Most recently Dearne joins us from CompliSpace Pty Ltd, where she was the Chief Operating Officer. Her not-for-profit experience includes General Manager and Director of Anglicare and Anglican Aid, a board member of House-With-No-Steps since 2011 and a Non-Executive Director for Make-A-Wish Australia for six years.

Warwick Hay, Managing Director IVE Group, said "Dearne's diverse range of experience across both the not-for-profit sector and the commercial sector will be an asset to the Pareto Fundraising business. Her passion for building strong relationships and helping charities achieve their fundraising goals will be invaluable to supporting our customers and helping them thrive."

Dearne commented, "I remember when Pareto started, I was amongst their first clients. During the last 15 years, Pareto has continued to deliver a growing and unprecedented expertise to the sector. I feel privileged to be part of the Pareto team, and I am looking forward to working with their many clients who are making an important difference through the services they provide."

Dearne studied at Macquarie University, Curtin University and Swinburne University and achieved an MBA, Master of Management, PGC Human Rights, BA Anthropology and Studies in Behavioral Studies and Psychology. She is a Fellow of the Australian Institute of Company Directors, a Fellow of the Australian Institute of Management, a Fellow and Certified Practicing Marketer of the Australian Marketing Institute and a member of the Australian Anthropological Society.

For any enquiries please contact:

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About Pareto Group

The Pareto Group of Companies is Australia and New Zealand's largest fundraising strategy and data driven solutions company serving the not-for-profit sector. It has proven market-leading capability across analytics, direct mail, telemarketing and online channels. It is also internationally recognised and well-respected for its Benchmarking program, which provides whole of sector analytics, strategic consultancy and industry thought leadership.

www.paretofundraising.com

www.paretophone.com

About IVE Group Ltd

IVE Group Ltd is an ASX listed vertically integrated marketing and print communications provider. IVE enables its customers to communicate more effectively with their customers by creating, managing, producing and distributing content across multiple channels. IVE has an unparalleled product and service offering in Australia and holds leading positions across multiple sectors.

IVE approaches the market with a solution-focused strategy and consists of four operating divisions – Kalido (creative and marketing services), Blue Star Group, Pareto Group (fundraising specialists-NFP sector) and IVEO (managed solutions).

IVE employs 1,300 talented and committed people across its operations in Sydney, Melbourne, Brisbane, China, Singapore and New Zealand. The Group services all major industry sectors including financial services, publishing, retail, healthcare, communications, property, clubs and associations, not-for-profit, utilities, manufacturing, education and government.

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