



## **Merlin Entertainments appoints Fraser Montgomery to Executive Board**

**Poole, 22 December 2016:** Merlin Entertainments, one of the world's leading visitor attraction operators, announces the appointment of Fraser Montgomery, Commercial Director to its Executive Board effective 1 January 2017. Fraser remains responsible for all commercial operations including Food & Beverage, Accommodation, Retail, Photography and Games, and will report to Anne-Françoise Nesmes, Chief Financial Officer.

Fraser joined Tussauds Group, a subsidiary company of Merlin Entertainments in 2000 from Marks & Spencer and has since held a number of senior positions in Group commercial and finance functions.

**Nick Varney, Chief Executive Officer, said:**

“Fraser is a welcome addition to the Executive Board. Getting our customer proposition right in accommodation, retail and food and beverage is critical in delivering memorable experiences for our guests. Fraser will work closely with the Operating Groups to develop innovative, market leading commercial strategies while continuing to seek synergies and effectiveness through cost control and procurement.”

**Ends**

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**About Merlin Entertainments plc**

Merlin Entertainments plc is a global leader in location based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 100 attractions, 13 hotels and 5 holiday villages in 24 countries and across 4

continents. The company aims to deliver memorable experiences to its more than 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.27,000 employees (peak season).

Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.

### **About Fraser Montgomery**

As Merlin's Commercial Director, Fraser Montgomery has strategic responsibility for customer experiences within Merlin's attractions including food and beverage, retail, hotel operations, photography and games. An ACA qualified accountant, Fraser has over 15 years' experience in visitor attractions and also leads the Group's Procurement and Profit Protection functions. Prior to joining The Tussauds Group in 2000, Fraser worked at Marks & Spencer.