



MARKET RELEASE – Monday 27 July 2026

Spark advances SPK-30 with strategic review of Digital Services

- In line with its execution of SPK-30, Spark will move to a new organisational structure comprising two divisions – Connectivity (core) and Digital Services (beyond the core) – supported by changes to the Leadership Team
- Strategic review of Digital Services to assess options to maximise shareholder value
- FY26 guidance remains unchanged

Spark New Zealand (Spark) today announced the commencement of a strategic review of its Digital Services division.

This builds on the direction set under SPK-30, which focused Spark on its core of connectivity, while simplifying and optimising beyond the core in IT services and cloud (Digital Services).

Spark will transition to a new organisational structure comprising two divisions, Connectivity and Digital Services, with both enabled by centralised shared functions to maintain efficiency. This structure enhances end-to-end accountability and is designed to sharpen execution and accelerate progress towards Spark's FY30 ambitions.

Connectivity will encompass consumer mobile, broadband, and business connectivity, including managed services, collaboration, IoT, and security. Digital Services will comprise cloud, IT services, and adjacent products.

Strategic Review of Digital Services

Spark's Board has initiated a strategic review of the Digital Services division. The review follows the direction set under SPK-30 to prioritise Spark's core business of connectivity.

Since the launch of SPK-30, Spark has made significant progress simplifying and optimising cloud and IT services, and the review represents the next logical step in assessing how to maximise the value and returns generated by this division for shareholders.

There is no certainty that the review will result in a transaction, nor as to the terms or value of any outcome. An advisor has been appointed, and the review is expected to be completed during H1 FY27.

Leadership Team Changes

In line with the new structure, Spark has made the following changes to its Leadership Team.

Chief Commercial Officer Mark Beder has been appointed Chief Customer Officer of Connectivity, with responsibility for the performance of Spark's core business.

After a significant leadership career spanning 13 years with Spark, Customer Director Greg Clark has decided to explore new opportunities outside Spark. To support the implementation of the strategic review and enable a smooth transition to the new organisational structure, Greg has agreed to serve as Interim Chief Customer Officer of Digital Services until December 2026.

As announced last week, Tommy Bjorkberg has been appointed Chief Operating Officer, with responsibility for network operations, business technology services, and cyber security.

Leela Ashford has been appointed Chief Marketing and Corporate Affairs Officer, spanning marketing, brand, corporate affairs, and sustainability.

Spark CEO Jolie Hodson said, “SPK-30 clearly established Spark’s focus on its core of connectivity, while simplifying and optimising beyond the core in IT services and cloud, and we have made strong progress during our first year of execution.

“This next step creates clear ownership of performance across Connectivity and Digital Services, strengthens execution, and enables us to allocate capital and resources appropriately to support each division to perform in line with its distinct needs and growth potential.

“I would like to acknowledge Greg’s significant contribution to Spark since he joined us in 2013. Greg has played an important role across a wide range of portfolios in our consumer and SME business, encompassing retail, sales, customer experience, and marketing, and most recently within our enterprise and government sales channels. We wish him every success in the future.”

Following these changes, from 10 August 2026 Spark’s Leadership Team¹ will comprise:

- Jolie Hodson, CEO
- Stewart Taylor, Chief Financial Officer
- Mark Beder, Chief Customer Officer Connectivity
- Chief Customer Officer Digital Services – to be appointed
- Tommy Bjorkberg, Chief Operating Officer (effective October 1)
- Matt Bain, Chief AI and Technology Officer
- Leela Ashford, Chief Marketing and Corporate Affairs Officer
- Heather Langton, Chief People and Culture Officer
- John Wesley-Smith, Chief Legal and Strategy Officer

FY26 Guidance remains unchanged

Spark FY26 guidance remains unchanged, and the FY26 full year results will be reported on August 20.

#Ends

Authorised by:

Rodney Deacon

Finance Lead Partner – Investor Relations & Commercial

For more information contact

For media queries please contact:

Rachel Morton

Corporate Affairs Lead

+64 27 427 9355

Rachel.Morton@spark.co.nz

For investor queries please contact:

Rodney Deacon

Finance Lead Partner – Investor Relations & Commercial

+64 21 631 074

Rodney.Deacon@spark.co.nz

¹ Greg Clark will remain as a Senior Manager of Spark until his departure in December 2026