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BHL Appoints Head of Sales and Marketing

Property group Boyuan Holdings Limited (ASX: BHL) or the ('Company') has announced the appointment of highly-experienced marketing Executive Phil Leahy, as the Company's Head of Sales and Marketing.

Mr Leahy has over 20 years' industry experience, having worked for several ASX-listed property firms, joining BHL from Metro Developments, where he was General Manager, Sales and Marketing.

He has also held the position of National Director for Brookfield Multiplex Residential Ltd and General Manager, Marketing and Sales (Australia & New Zealand), Brookfield Multiplex Communities. Prior to Brookfield, Mr Leahy worked as National Sales and CRM Manager, Stockland (Residential Division).

Welcoming Mr Leahy to BHL, Deputy Chief Executive Officer, Adam Pearce, said his appointment strengthens the Company's expanding Executive Team.

"Phil brings many years' of experience, expertise and local market knowledge to BHL's Sales and Marketing Function and he will be a crucial asset to the business," Mr Pearce said today.

"Phil will provide additional capability and capacity in market analysis, CRM (Customer Relationship Management) and sales and marketing, as BHL gains increasing brand awareness and moves to the next stage of a number of key projects in western and south western Sydney, particularly the Clydesdale Estate and Oxley Ridge developments."

About BHL

Boyuan Holdings Limited is an ASX-listed property development company (ASX: BHL). In addition to its assets and operations in the lifestyle living sector, BHL is committed to creating communities and is focused on developing residential sites at Pokolbin and Austral and residential/commercial sites at Bringelly and Marsden Park. BHL also owns and operates the Lifestyle Living and Retirement assets on the Central Coast and in New England region of New South Wales.

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