



19th November, 2025

Ms. Nilupa Perera
Chief Regulatory Officer
Colombo Stock Exchange
No. 04-01, West Block
World Trade Center
Colombo 01

Dear Madam,

PMF FINANCE PLC – APPOINTMENT OF MR. KALUARACHCHIGE DINESH SENAKA DE SILVA AS A NON-EXECUTIVE INDEPENDENT DIRECTOR

In accordance with Section 9.10.2 of the Listing Rules of the Colombo Stock Exchange, we wish to inform you that the Board of Directors of PMF Finance PLC, by way of a circular resolution passed on 18th November, 2025, resolved to appoint Mr. Kaluarachchige Dinesh Senaka De Silva as an Independent Non-Executive Director, with effect from 18th November, 2025. This appointment has been made in accordance with the approval granted by the Central Bank of Sri Lanka by its letter dated 18th November, 2025, under the provisions of the Finance Companies (Assessment of Fitness and Propriety of Key Responsible Persons) Direction No. 06 of 2021.

The appointment was recommended by the Nomination and Governance Committee on 24th September 2025, and subsequently approved by the Board on 26th September 2025, subject to the approval of the Central Bank of Sri Lanka (CBSL).

A brief profile of the newly appointed Director is attached herewith for your reference.

We also confirm that Mr. Kaluarachchige Dinesh Senaka De Silva does not hold any shares in PMF Finance PLC as of the date of his appointment.

Thank you.

Yours faithfully,
For and on behalf of
PMF Finance PLC

Sinnathamby Kavitha
Company Secretary

PMF Finance PLC

No. 361, 361/1, R. A. De Mel Mawatha, Colombo 03, Sri Lanka. (Company Registration No. PQ 200)
Tel: +94 11 7 666 333 **E-mail:** info@pmf.lk **Web:** www.pmf.lk

Brief Profile – Mr. Kaluarachchige Dinesh Senaka De Silva

With more than 30 years of leadership experience, Dinesh De Silva has built a distinguished career transforming organizations into agile, diversified, and high-performing enterprises. His leadership philosophy centers on unlocking human potential, fostering innovation, and embedding a culture of continuous improvement. He has successfully guided organizations through complex transitions—expanding product portfolios, entering new markets, and building resilient operational ecosystems. His expertise spans strategy, finance, operations, innovation, sales and marketing, HR, and governance, underpinned by a proven record of delivering measurable business growth and cultural transformation.

Dinesh has held several senior executive and board-level positions within MAS Holdings, one of South Asia's largest apparel and manufacturing conglomerates. As Chief Executive Officer of Bodyline (Pvt) Ltd and Intimate Fashions India Pvt Ltd, he led over 11,500 employees across Sri Lanka and India, managing an annual turnover exceeding USD 200 million. Under his leadership, the organization diversified its customer portfolio to include global brands such as Victoria's Secret, Nike, Triumph, lululemon, and Levi's, generating over USD 80 million in new revenue within four years. His strategic direction strengthened profitability, enhanced innovation capabilities, and embedded Lean and sustainable business practices that improved efficiency by 20%.

As Group Director of Lean Enterprise at MAS Holdings, Dinesh pioneered the establishment of the Lean Enterprise Division, reporting directly to the Chairman and the Apparel Board. He developed and implemented world-class Lean governance frameworks, policies, and standards across global operations, while launching the LIME (Leaders Intense MOS Experience) program to cultivate Lean leadership among senior executives. His initiatives trained and mentored over 1,500 leaders, embedding a culture of operational excellence and continuous improvement across the group.

Earlier in his career, as Director of Operations at MAS Active, Dinesh oversaw a network of manufacturing units with over 10,000 employees and a turnover of USD 150 million. He was instrumental in driving operational efficiency and doubling business growth through advanced production systems and Lean methodologies. His tenure as General Manager of Finance and Administration at Bodyline further strengthened his reputation for strategic financial management, human capital development, and process excellence—achievements that earned multiple national awards, including the National HRM Award and CIMA Sri Lanka's Best Finance Team Award.

Beyond his corporate roles, Dinesh serves as a Director at MAS Holdings (Pvt) Ltd and as a board member of MAS Legato (Pvt) Ltd, the shared services and BPO arm of MAS Holdings. He is also the Founder and Managing Director of Fortitude Venture (Pvt) Ltd, a venture capital firm dedicated to inspiring, innovating, and igniting the potential of emerging startups. Through Fortitude Venture, he provides strategic investments, mentorship, and hands-on support to early-stage businesses, fostering innovation and sustainable growth in dynamic markets.

A Fellow Member of the Chartered Institute of Management Accountants (CIMA), UK, Dinesh has also completed executive education programs at globally renowned institutions including the Center for Creative Leadership, The Tuck School of Business at Dartmouth, The Wharton School, the National

University of Singapore, INSEAD, Henley Business School, and Hult Ashridge Executive Education. These programs have equipped him with advanced skills in strategic leadership, organizational transformation, and innovative business design.