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NZX/ASX Market Release

## **Appointment of Chief Marketing Officer**

The a2 Milk Company (“the Company”, “a2MC”) is pleased to announce the appointment of Helena He as Chief Marketing Officer (CMO).

Helena has significant experience in the China infant milk formula (IMF) and vitamins, minerals and supplements (VMS) categories, and has both CMO and general management experience working with leading global nutrition and FMCG companies including in Australia.

Helena will join a2MC from her most recent role as General Manager, VMS - Haleon China, where she spent the past five years based in Shanghai leading the VMS category. Haleon is a global leader in consumer health with a portfolio of brands in the VMS category, including Caltrate and Centrum. In her role, Helena had full business unit responsibility, including for brand marketing, product innovation and sales execution.

Prior to her time at Haleon, Helena held senior executive roles at FrieslandCampina, which is one of Europe’s largest integrated dairy companies, a leader in the global IMF category and a top-5 brand in China with an extensive presence in Southeast Asia. Helena gained seven years’ experience at FrieslandCampina, initially as CMO of the China label business where she led the development of the successful Prestige IMF brand, and then as Managing Director - China & Hong Kong, with responsibility for the company’s international and cross-border business, including English label IMF. Helena also spent 14 years at Kimberly Clark in China and Australia, including eight years leading the Baby and Child Care business.

In the CMO role at a2MC, Helena will be responsible for leading the strategic and creative direction of the brand, developing integrated marketing programmes, leading consumer insights, science and the innovation process to drive brand health, market share and growth. Helena will lead the global marketing and science teams and work closely with business unit leaders and regional marketing teams.

David Bortolussi, Managing Director and Chief Executive Officer of a2MC, said, “Helena’s marketing and general management experience in the IMF category in China, combined with her deep knowledge of Chinese consumers and the infant, kids and adult nutrition categories, makes her an excellent fit for our business. Helena will have a significant impact on our future brand development, innovation and growth.”

Helena will commence on 23 February in Sydney spending significant time in China and other markets.

### **Authorised for release by**

**David Bortolussi**

**Managing Director and Chief Executive Officer**

**The a2 Milk Company Limited**

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