



26 February 2021  
NZX/ASX Market Release

## **Retirement of independent non-executive director – Jesse Wu**

## **Appointment of new independent non-executive director – Bessie Lee**

As foreshadowed at the Company's Annual Meeting in November, The a2 Milk Company Limited advises that Jesse Wu has retired from the Board effective 26 February 2021.

David Hearn, Chair of the Board, said: "Jesse has been an outstanding director since he joined the Board in May 2017 and has made a significant contribution to the Company's development both in China and across the entire business. I am also delighted to confirm that Jesse will take up an on-going role of special advisor to the Chair, so although we will not benefit from his input at every Board meeting, we will continue to be able to access his knowledge, experience and wisdom in the future."

The Company is also pleased to advise that Bessie Lee has been appointed as an independent non-executive director of the Company with effect from 26 February 2021.

Bessie is a highly regarded company director and an expert, especially in digital marketing and innovative data management in China, with a diversity of experience that will strengthen the current board. She is a director on the boards of Electrocomponents and Growww Group as well as an industry advisor to Greater Pacific Capital. She was also previously a director at Ecovacs Robotics.

Bessie founded Withinlink Limited in 2015 where she continues to focus on investing and incubating marketing technology start-ups in China, several of which have listed in the past few years.

Bessie was previously the CEO of WPP China, the world's leading marketing communications group, focusing on mergers and acquisitions, senior client relations and government relations. Bessie is the recipient of numerous industry awards including being named The Most Innovative Person in Business in 2019 by the International Entrepreneurs, Creatives and Innovators Association (IECIA).

David Hearn said: "Bessie is a leader in the field of media and technology start-ups in China and brings a deep understanding of the Chinese culture, consumer behaviour and commercial environment which will be an invaluable asset to both the Board and management as we continue to execute our strategy in the region."

Bessie Lee said: "It's an honour to join the board of a company that knows the China market so well and takes so much care producing safe and high quality nutritional products for Chinese families and their children."

The Board has determined that Ms Lee will be an independent director and will sit on both the Audit and Risk Management and the Remuneration committees.

**By order of the Board of Directors**

**David Hearn**

**Chair**

**The a2 Milk Company Limited**

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