



2 July 2021
NZX/ASX Market Release

Appointment of Chief Marketing Officer

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

Edith will join a2MC from her most recent role as Consumer Marketing Director, ANZ, with Danone Nutricia’s Specialised Nutrition division, having spent the past 14 years with the organisation in several senior marketing, channel and category development positions. Edith has significant experience in the infant nutrition category across China, New Zealand, Australia and South East Asia.

In her most recent role, Edith was responsible for leading the development of the overall portfolio strategy for ANZ Specialised Nutrition, including the acceleration of the innovation pipeline and capability. Edith also championed the development of purpose-led brand positioning, portfolio architectures, the enablement of full digital transformation and integrated communications with a strong focus on measurement and results. Prior to her time at Danone, Edith held senior marketing roles with Pepsico, Campbell Arnotts and S.C. Johnson & Son.

In the Chief Marketing Officer role with a2MC, Edith will be responsible for managing the strategic and creative direction of the a2™ brand, developing integrated marketing programmes and leading consumer insights and product innovation.

David Bortolussi, Managing Director and Chief Executive Officer of a2MC, said, “Edith is a very capable marketing executive with extensive industry experience and track record in driving growth through market leading brands, product innovation and digital marketing. Edith is also an excellent fit from a leadership and cultural perspective, and I look forward to her joining the Company”

“It is essential that we continue to invest in and strengthen the a2™ brand to enable us to return to growth in our core business and to capture new opportunities through innovation and new product development.”

Edith will commence in her role later in 2021, with her start date yet to be confirmed. In the meantime, we are pleased to confirm that Janelle Tong, a2MC’s Group Head of Marketing will take up the role of Interim Chief Marketing Officer and join the Executive Leadership Team until Edith commences in her role later this year.

Janelle joined the Company in July 2020 and has extensive experience across brand strategy, marketing, innovation and integrated communications, coupled with an in-depth understanding of Asia Pacific markets. Janelle has held senior-level marketing positions in leading consumer packaged goods companies including Pepsico, McDonald’s Corporation, British American Tobacco and Pernod Ricard in Australia, China, Hong Kong, South Korea and Singapore.

Since joining a2MC, Janelle has played a key role in developing the global direction of the brand and working with the regional marketing teams to optimise the marketing and communications of the brand across our key markets.

Authorised for release by the Board of Directors

David Bortolussi
Managing Director and Chief Executive Officer
The a2 Milk Company Limited

For further information, please contact:

Investors / Analysts

David Akers
Group Head of Investor Relations and Sustainability
M +61 412 944 577
david.akers@a2milk.com

Rebecca Culbertson
Senior Analyst Investor Relations
M +61 400 955 295
rebecca.culbertson@a2milk.com

Media

Rick Willis
M +61 411 839 344
rick@networkfour.com.au

Media – New Zealand

Barry Akers
M +64 21 571 234
akers@senescallakers.co.nz