



16 November 2021

## **Comvita reports record China market sales during 11:11**

11:11 is the World's biggest shopping event and is a key event in our focus growth market of China. As such, we are delighted to advise that in this year's event we recorded record sales in line with our forecasts despite a very strong result in the prior corresponding period (PCP) and ongoing pandemic challenges. This result underpins our confidence in our Focus strategy and highlights the benefit in our unique business model of having a highly capable team on the ground. The high double digit growth through domestic trade was especially encouraging and was enabled by the quality of our in market execution. In addition, Comvita was also the only international brand that made it on the honorary list of the Top 10 healthy foods on Tmall.

Commenting David Banfield Comvita Group CEO said "I am delighted that we are able to report another record 11:11 (singles day) result. The teamwork from across the company was extremely encouraging despite many Covid related challenges but I would particularly like to recognise the work on the ground in China lead by Regional CEO Andy Chen and our China market leadership team. We are also delighted and proud to be recognised by Tmall again as being in the Top 10 healthy food brands and the only international brand".

Ends.

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### **Background information**

Comvita (NZX:CVT) was founded in 1974, with a purpose to heal and protect the world through the natural power of the hive. With a team of 500+ people globally, united with more than 1.6 billion bees, we are the global market leader in Mānuka honey and bee consumer goods. Seeking to understand, but never to alter, we test and verify all our bee-product ingredients are of the highest quality in our own government-recognised and accredited laboratory. We are growing industry scientific knowledge on bee welfare, Mānuka trees and the many benefits of Mānuka honey and propolis. We have pledged to be carbon neutral by 2025 and carbon positive by 2030, and we are planting more than two million native trees every year. Comvita has operations in Australia, China, North America, South East Asia, and Europe – and of course, Aotearoa New Zealand, where our bees are thriving.