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Comvita and THG Ingenuity agree strategic partnership

Comvita, Global market leaders in Mānuka honey, are delighted to announce that they have formed a strategic partnership to accelerate their digital revenue and capability with London listed business THG plc.

THG is a UK-based global technology platform company, specialising in taking brands direct to consumers. It retails its own brands such as Myprotein and Lookfantastic via its end-to-end ecommerce platform THG Ingenuity, which also powers hundreds of third-party brands such as Hotel Chocolat, Antipodes Skincare, BWX Limited, and now Comvita.

Commenting, David Banfield, Group CEO Comvita said, “As part of our 5-year plan to transform performance at Comvita we shared our goal to grow our digital sales to 50% of the total group by 2025.

“The partnership with THG Ingenuity enables us to step change our online capability and ensure that our loyal fans and consumers around the world receive market-leading service and functionality that they should expect from a global category leader. We look forward to a long and mutually beneficial partnership.”

John Gallemore, CEO of THG Ingenuity, said, “Through our own brands and via THG Ingenuity, we have proven expertise in growing D2C capabilities within the FMCG sector. We are proud to be partnering with Comvita at such a crucial point in its ambitious digital transformation journey.”

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For further information:

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Background information

About Comvita (www.comvita.co.nz) Comvita (NZX:CVT) was founded in 1974 and is the pioneer and global market leader of the Mānuka honey category. Comvita is committed to the long-term development of Mānuka and Bee products backed by unrivalled scientific knowhow. Comvita recently announced its sponsorship of the NZ pavilion at the World Expo in Dubai focusing on Kaitiakitanga (guardianship and protection of the planet).