



12 July 2021  
NZX/ASX Market Release

## **Executive Leadership Team Appointments**

The a2 Milk Company (“the Company”, “a2MC”) is pleased to announce the appointment of two new members to the Executive Leadership Team following the recent resignation of Peter Nathan, Chief Executive – Asia Pacific.

The Asia Pacific division which comprises the vast majority of a2MC’s business, will be reorganised into three business units to provide more dedicated focus on its key components being: China domestic business; International export business; and Australia & New Zealand (ANZ) domestic business.

Xiao Li, Chief Executive – Greater China, will become a direct report to David Bortolussi, Managing Director and CEO, and continue to be responsible for the Company’s China label infant milk formula (IMF) and other domestic business. Two new leadership roles are being created with responsibility for International and ANZ.

### **Executive General Manager – International**

Yohan Senaratne will join the Company in the role of Executive General Manager – International, reporting to the Managing Director and CEO. Yohan will be responsible for leading the Company’s cross-border export business, primarily focused on English label IMF products manufactured in New Zealand and sold into China, but also including liquid milk and other nutritional products. Importantly, the International team will be responsible for managing English label IMF products sold through all channels, principally via the daigou/reseller and cross-border eCommerce (CBEC) channels. The International team will also be responsible for developing the Company’s business in emerging markets.

Yohan brings capability in strategy, marketing, sales and eCommerce, and experience in IMF and adjacent categories in China. Yohan will join a2MC from his most recent role as Sales and Marketing Director at Bellamy’s Organic, where he played an instrumental role in the transformation and relaunch of the IMF and baby food brand across China, Australia and South-East Asia. Yohan has also held multiple roles at Mondelez International, including Head of eCommerce for Australia, New Zealand and Japan. Prior to this, Yohan worked at ANZ Bank focusing on retail banking digital transformation, and with strategy consultancy LEK. Yohan has an MBA from the Kellogg School of Management, Northwestern University, USA and understands Mandarin.

Xiao Li will provide strategic oversight and organisational support to Yohan and the International team in respect of a2MC’s China market development to ensure that the Company realises the full potential of the a2™ brand overall, particularly through its China label and English label IMF business in a complementary manner.

Yohan will join the Company this Thursday, 15 July 2021.

### **Executive General Manager – ANZ**

Kevin Bush will join the Company’s Executive Leadership Team in the new role of Executive General Manager – ANZ, reporting to the Managing Director and CEO. In this new role, Kevin will be responsible for leading the Company’s business in ANZ with a focus on continuing to grow the liquid milk business in the near term as well as evolving its strategy to realise the full potential of the a2 Milk™ brand.

Kevin has held the role of Sales Director – ANZ at a2MC for the past 5 years. In that time, he has been pivotal in growing the a2 Milk™ liquid milk brand and driving increased market share. Kevin has also overseen the successful establishment of the *a2 Platinum*® brand in the South Korean market and various other business development initiatives across the group.

Kevin is a highly experienced sales and marketing professional with extensive FMCG experience across both the Australian and UK markets and has held senior positions with leading consumer goods companies including Mars, Nestle and McCain Foods.

Kevin and Yohan will work in close collaboration in relation to retail key account management of the IMF and liquid milk businesses in ANZ.

Kevin will commence his new role effective from today, 12 July 2021.

Collectively these leadership appointments and any related organisational changes are not expected to have a significant impact on the employee costs of the Company.

The Company will, in due course, review its external segment reporting considering these leadership changes and the pending acquisition of Mataura Valley Milk.

### **Quotes for media**

David Bortolussi, Managing Director and CEO of a2MC, said, “I am delighted to be able to elevate two of our high potential leaders, Xiao Li and Kevin Bush, to be direct reports to myself and for Kevin to join Xiao Li on our Executive Leadership Team demonstrating the depth of talent within the Company.”

“I am also pleased to be able to attract someone as talented as Yohan Senaratne to join our Company, who I am sure will challenge our thinking and execution and make a valuable contribution to our Executive Leadership Team over time.”

“Together these appointments and organisational changes will provide more dedicated leadership and focus on key components of our business and improve execution going forward”.

### **Authorised for release by the Board of Directors**

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

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