

23 July 2014

Comvita makes Executive Appointments for the next phase of growth

Global natural health products company Comvita (NZX: CVT) recently appointed key executive personnel to strengthen the company's growth platform, and position it for the next phase of development.

Key Appointments:

- Mr. Roy Ong as Chief Marketing Officer to oversee Comvita's global marketing, brand and product development.
- Mr. Patrick Brus as Chief Corporate Services Officer to support human capability and enabling technology development.
- Mr. Mark Sadd as Chief Commercial Officer to review business development opportunities, productivity and cost optimisation.
- These three roles expand the current Leadership Team, which comprises:
 - Brett Hewlett, Chief Executive Officer
 - Scott Coulter, Chief Operations Officer and Deputy CEO
 - Dr. Ralf Schlothauer, Chief Technology Officer and Head of Comvita Innovations.

Comvita CEO Brett Hewlett said, "This new executive structure is in keeping with the growing size, changing scope and complexity of Comvita and will meet the wider needs of the business."

"With the integration of New Zealand Honey successfully meeting our strategy for honey supply, we are now looking to maximize our investments made in building production capacity and systems infrastructure to meet growing demand and we are continually working on the evolution of our product and channel portfolio."

Mr. Hewlett said, "At the same time, I must announce the resignation of Chief Financial Officer (CFO), Peter Moran from Comvita, with effect from Friday 29 August. Peter has been our CFO since July 2008 and during his time has made significant and valued contributions to the Leadership team and has led many developments within the Global Finance team. After six years with Comvita, Peter now wishes to explore other ventures."

"We will now undertake a review of the needs of the CFO role and while we work through this change, Chief Commercial Officer, Mark Sadd, has been appointed as Acting CFO."

Background information on the new appointments follows:

Chief Marketing Officer (CMO), Roy Ong, BCom, PostGradDip (Marketing), INSEAD

Mr. Ong has responsibility for our Global Marketing strategy, developing the global strategy, planning and execution for Brand, Category and Product as well as alignment of in-market promotional campaigns and marketing communications. His role will deliver a high degree of centralised co-ordination of in-market and on-line marketing strategy to ensure consistency of brand experience and overall maximum impact for our marketing spend globally.

Mr. Ong joined Comvita in June 2014. He was previously the Global Market Development Director for Kirin Holdings based out of Japan where he drove the corporate growth strategy across Kirin's subsidiaries and led the marketing strategy in Kirin's emerging markets. Prior to this Roy was the Innovation Director for Lion Co. in NZ where he built the new Innovation strategy, process and culture that delivered on NZ's growth strategy. This was preceded with various marketing roles within Lion Nathan NZ and Australia, Abric USA, NZ Post and Watties.

Chief Corporate Services Officer (CSO): Patrick Brus, BSC, (Labour Relations & Educational Planning)

In his new capacity as the CSO, Mr. Brus will be responsible for business transformation with focus on People and Infrastructure. He is charged with enabling the growing of our global organisation with technology and human capability with a keen focus on meeting our objectives in the most productive and efficient manner possible, whilst holding us true to our common purpose and our values.

Mr. Brus joined Comvita in 2012 as the General Manager, HR. After graduating from Stockholm University, he worked in a wide range of industries both in New Zealand and overseas. He has held a number of Senior Management roles with leading companies in New Zealand including Fonterra, Fletcher Building, Wintec and Air NZ. Patrick is experienced in change management and has run major change processes in NZ, Asia and the Middle East.

Chief Commercial Officer, Mark Sadd, BBS, GradDipFin

Mr. Sadd is tasked with optimising costs and profits, reviewing business development opportunities and acquisitions and reviewing major supply contracts and commercial agreements. Prior to his appointment in December 2013, he had been working with Comvita on contract, assisting with a number of cost review initiatives.

Mr. Sadd comes from a strong management accounting and entrepreneurial background in agribusiness, banking and recently as CFO of Dominion Salt. Over the past few years he has been running his own business interests, as well as working with a number of local companies in various advisory roles.

Ends

For further information:

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Background information

About Comvita (www.comvita.com)

Comvita (NZX:CVT) is a global natural health company committed to the development of innovative products, backed by ongoing investment in scientific research. We are the world leaders in Manuka (leptospermum) honey and fresh-picked Olive Leaf Extract, which are at the core of the Comvita product range.

We have approximately 50% of honey supply under direct ownership or control, with the balance of supply from long term contractual and partnership arrangements. Comvita pioneered the development and use of medical grade Manuka honey and was the first to receive FDA approval (2007). We partner with US wound care company Derma Sciences Inc., (NASDAQ:DSCI), the global licensee for Medihoney® specialist wound care products, which are used in hospitals and medical centres around the world. Comvita's Olive Leaf Extract is grown, harvested, extracted and bottled at the world's largest specialised olive leaf grove, with over one million olive trees.

Comvita sells into more than 18 countries through a network of our own branded retail locations, online (nine country specific e-commerce websites) and third-party outlets. We have over 450 staff located in New Zealand, Australia, Hong Kong, Japan, Taiwan, South Korea, the United Kingdom and the USA.

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