



25 November 2020

## Comvita reports strong China market sales during 11:11 event (Singles Day)

11:11 is the World's biggest shopping event and is a key activity in the Comvita annual calendar. Comvita is pleased to advise that it achieved strong sales in its China Subsidiary on 11:11 (Singles day) with revenue improved by 17% on last year in line with expectations. Comvita also recorded the third highest sales for any New Zealand brand across all categories during this event on Alibaba.

David Banfield, Comvita Group CEO commented "We are very pleased with the results that we achieved during 11:11 with sales year on year showing good double-digit growth. We are also delighted to be the third highest ranking New Zealand brand across all categories. This is as a result of our renewed focus on our World leading Mānuka honey and the benefit of having our own subsidiary and team on the ground in China."

Comvita will update the market on its Interim results in February 2021 but in the meantime is pleased to report that October saw it deliver its tenth consecutive profitable month (Since January 2020).

Ends.

For further information  
Comvita CEO, David Banfield, 027 720 9082

### Background information

About Comvita ([www.comvita.co.nz](http://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).

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