



2 March 2026

Comvita appoints Andrea Wilkins as Chief Marketing Officer

Comvita Limited (NZX: CVT) is pleased to announce the appointment of Andrea Wilkins as Chief Marketing Officer (CMO).

Andrea has more than 25 years' experience in brand and marketing leadership across New Zealand and the United Kingdom.

She began her career at Progressive Enterprises and went on to hold senior roles with multinational FMCG organisations including Coca-Cola Amatil and Heineken, before joining Fonterra where she was responsible for the global brand portfolio within its adult nutrition business. Most recently, she was Chief Marketing Officer at Spring Sheep Milk Co.

Comvita Chief Executive Officer Karl Gradon said Andrea's appointment reinforces the Company's focus on lifting performance while positioning Comvita to lead the next phase of category growth.

"Andrea brings deep international capability in insight-led brand strategy and innovation across premium consumer categories. Her expertise will support our continued focus on brand and product differentiation, digital and ecommerce execution and disciplined growth across our global markets."

Andrea will commence in the role on 16 March 2026.

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Background information

Comvita (NZX:CVT) was founded in 1974/5, with a purpose to heal and protect the world through the natural power of the hive. With a team of 400+ 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 scientific knowledge on Mānuka trees, the many benefits of Mānuka honey and propolis and bee welfare. We have planted millions of native trees, improving our natural ecosystems and biodiversity, and mitigating climate change in conjunction with our focus on



carbon emissions reduction, while helping ensure the supply of high quality Mānuka honey. In 2023 Comvita was certified B Corp, a global community of like-minded companies that strive to balance profit with purpose, seeking to use business as a force for good. Comvita has operations in Australia, China, North America, Southeast Asia, and Europe – and of course, Aotearoa New Zealand, where our bees are thriving.