



21 June 2019
NZX/ASX Market Release

China E-Commerce Announcement

The a2 Milk Company notes an announcement from China's State Administration of Market Regulation ("SAMR") and other ministries and bureaus late yesterday outlining measures to ensure successful implementation of the e-commerce legislation which became effective from April 2019.

The legislation and yesterday's announcement relates to all goods and services transacted via e-commerce platforms.

The announcement references an intention to increase the focus on supervision and enforcement of the e-commerce legislation and in the process, standardise e-commerce business practices, enhance the integrity of the digital market trading environment (including advertising and marketing), and maintain a good e-commerce market order.

The announcement also references an intention to ensure that no counterfeit product is being transacted via all e-commerce platforms, including social e-commerce and cross-border e-commerce channels.

We welcome measures that protect the rights and safety of consumers and the overall integrity of e-commerce channels and will continue to work closely with our partners through this process.

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