



28 January 2021
NZX/ASX Market Release

ORGANISATIONAL ANNOUNCEMENT

The a2 Milk Company wishes to advise that Chief Growth and Brand Officer, Susan Massasso, has advised of her intention to step down from her role effective 15 April 2021. From that date, Susan will continue with the Company in an advisory capacity. Susan intends to broaden her career into more advisory work, including non-executive positions in the future.

Having previously announced her intention to step down in late 2019, Susan agreed to remain with the Company and assist with the transition to a new CEO. Since that time Susan has added new senior Consumer Insights, Global Brand Management, Communication, and Innovation roles to her team, to enhance the capability and capacity within the business.

The Company wishes to acknowledge the significant contribution Susan has made in leading the development of our unique, modern, and premium brand that has been intrinsic to our growth journey.

CEO Geoff Babidge said: “Susan has been instrumental in building our brand and business since she joined the Company in 2013. With her passion and commercial insight, she has been a key contributor to our success, and we will miss having her in the business. We are pleased that Susan will continue to be involved in the business supporting the Executive Leadership Committee and reporting to the incoming CEO, David Bortolussi.”

Susan Massasso said: “My nearly eight years at The a2 Milk Company has been the role of a lifetime. Being part of such a passionate team and assisting in the development of this extraordinary business has been a privilege. Our leadership position as pioneer of the A2 protein proposition, our distinctive brand and unique company culture are core elements which will support our ongoing growth into the future. I am also looking forward to continuing my involvement with the Company in my new capacity in the future.”

A search for Susan’s replacement will commence over coming months.

Authorised for release by:

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