



13 November 2019  
NZX/ASX Market Release

## **ORGANISATIONAL ANNOUNCEMENT: GLOBAL CHIEF MARKETING OFFICER**

The a2 Milk Company wishes to advise that Global Chief Marketing Officer, Susan Massasso, has announced her resignation from the role of Chief Marketing Officer effective end of February and will remain on the Senior Leadership Team until the end of June 2020.

Managing Director and CEO Jayne Hrdlicka said: “Susan has been instrumental in setting the global marketing strategy for the company and I am delighted that Susan will remain with the business until the end of the financial year to assist with implementation and to ensure the brand strategy focus is maintained, while supporting the transition of a new CMO. Susan will also begin work on strategic growth projects during this period. Subsequent to year end Susan will be available in an ongoing consulting capacity to support the Senior Leadership team, reporting to me.”

The company wishes to acknowledge the significant contribution Susan has made over the last six years as the company’s inaugural CMO. During this period Susan has led the brand development that has been intrinsic to our growth journey.

Global Chief Marketing Officer Susan Massasso said: “It has been a great privilege to be part of such an extraordinary company. It has been an incredible six years and I’m looking forward to supporting Jayne and the leadership team going forward.”

A search for a new Chief Marketing Officer to lead the next phase of the Company’s growth and brand development is underway.

**Jayne Hrdlicka**  
**Managing Director & CEO**  
**The a2 Milk Company Limited**