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Comvita announce new North America Joint Venture

Comvita, global market leaders in Mānuka Honey, are delighted to announce a strategic partnership with Caravan, a Joint Venture with entertainment and sports agency, Creative Artists Agency (CAA).

Central to this partnership is the formation of a celebrity-backed lifestyle brand, using the natural healing properties of Mānuka Honey and Propolis for topical use.

Commenting, Comvita Group CEO David Banfield said, “At Comvita, we are relentless in looking for opportunities to extend our global leadership. Our partnership with Caravan, and its celebrity reach, has some significant and far-reaching benefits for Comvita. Despite the progress we have made recently, the benefits of Mānuka Honey and Propolis are relatively unknown in North America. Our partnership with Caravan will amplify the awareness and benefits of Mānuka Honey and Propolis through the eyes of celebrities who turn to Comvita for solutions. At this point, exact details of timing and products are commercially sensitive, but we look forward to sharing more details in due course.”

Ends.

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About Comvita

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). For more information, please visit: www.comvita.co.nz

About Caravan

The Caravan team are makers of bespoke consumer brands and companies, backed by data and co-founded with people of influence. Founded in Vancouver, BC Canada and Los Angeles, CA, Caravan identifies white spaces in popular culture and entertainment trends to ideate, co-found and develop transformative direct-to- consumer products, technology and companies for highly engaged pop culture audiences in partnership with Creative Artists Agency (CAA). For more information, please visit: www.hello caravan.com