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This presentation is given on behalf of Comvita Limited. Information in this presentation:

- Should be read in conjunction with, and is subject to, Comvita's Annual Reports, Interim Reports and market releases on NZX;
- Is from audited financial statements for the year ended 30 June 2020;
- Includes non-GAAP financial measures such as Operating (Loss)/Profit and Operating EBITDA. These measures do not have a standardised meaning prescribed by GAAP and therefore may not be comparable to similar financial information presented by other entities. They should not be used in substitution for, or isolation of, Comvita's audited financial statements. We monitor these non-GAAP measures as key performance indicators and we believe it assists investors in assessing the performance of the core operations of our business. A reconciliation of NPAT to NPAT operating can be found in our Investor Presentation released on the NZX on 23 August 2020.
- May contain projections or forward-looking statements about Comvita. Such forward-looking statements are based on current
 expectations and involve risks and uncertainties. Comvita's actual results or performance may differ materially from these
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- Is current at the date of this presentation, unless otherwise stated.

While all reasonable care has been taken in compiling this presentation, Comvita accepts no responsibility for any errors or omissions. All currency amounts are in NZ dollars unless otherwise stated.





- Mihi me Karakia Timatanga
- Welcome and Apologies | Brett Hewlett
- Chair Address | Brett Hewlett
- CEO Address | David Banfield
- Reports and Financial Statements
- Resolution 1: Appointment and Remuneration of Auditors
- Resolution 2: Director's Elections
- General Business
- Acknowledgements
- Karakia and Close
- Afternoon Tea

INTRODUCTIONS: BOARD OF DIRECTORS



Brett HewlettNon-Executive Chair



Luke Bunt Chair of Audit and Risk Committee



Sarah Kennedy Chair of Safety and Performance Committee



Paul Reid Independent Director



Bob Major Independent Director



Zhu GuangpingDirector



Cheng Dayong
Director



Neil Craig
*(retired as Chair January 2020,
retired as Independent Director
30 June 2020)

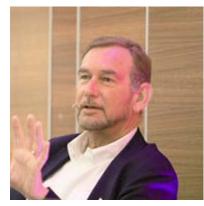
INTRODUCTIONS: LEADERSHIP TEAM



David BanfieldChief Executive Officer



Andy Chen
Regional Chief
Executive Officer Asia



Nigel Greenwood Chief Financial Officer



Adrian Barr Chief Business Development Officer



Dr Jackie Evans Chief Science Officer



Tracy BrownChief Supply Chain
Officer



Holly Brown Chief Purpose & Transformation Officer



Colin BaskinChief Operating Officer



FORMALITIES

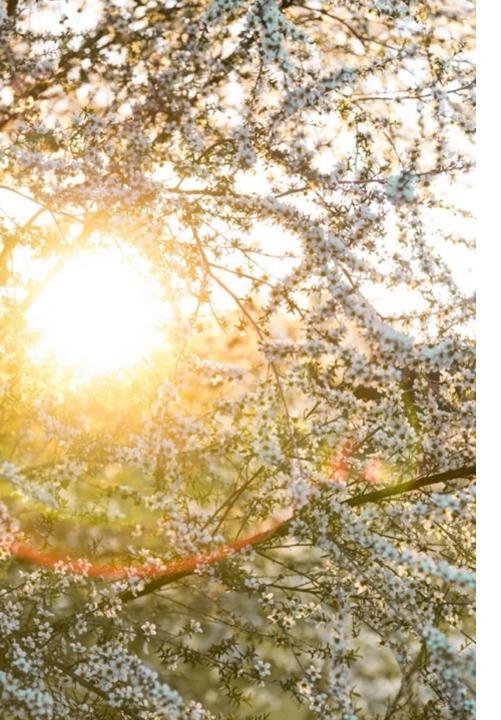
- Notice of Meeting
- Quorum
- Proxies
- Health and Safety
- Annual Financial statements

COVID-19: A GLOBAL PANDEMIC

- This has been an unprecedented year on a global scale
- We had to re-think how to remain operational
- We had to act selflessly to protect the whole company
- We claimed the Government wage subsidy of \$104K to retain employment of retail and duty-free staff

However

We intend to repay the wage subsidies once we return to profitability



HEALTH AND SAFETY

Improved visibility of safety performance

5.8
TRIFR

-13%

TOTAL INJURIES

-27%

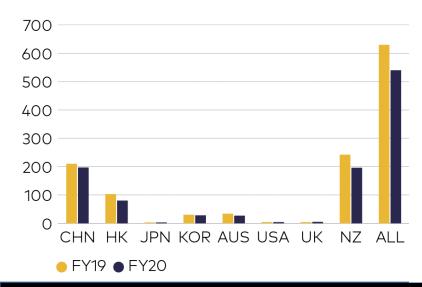
MOTOR VEHICLE INCIDENTS



370+ MOTOR VEHICLE SAFETY CHECKS COMPLETED **149**

TOTAL NUMBER OF SKILLS-BASED SESSIONS FOR DRIVER TRAINING DELIVERED

TEAM NUMBERS GLOBALLY SPLIT BY MARKET



52%

CUSTOMER-FACING ROLES (FROM 38% IN FY19)



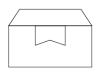
MALE 167 / FEMALE 373



AVERAGE SERVICE

64%

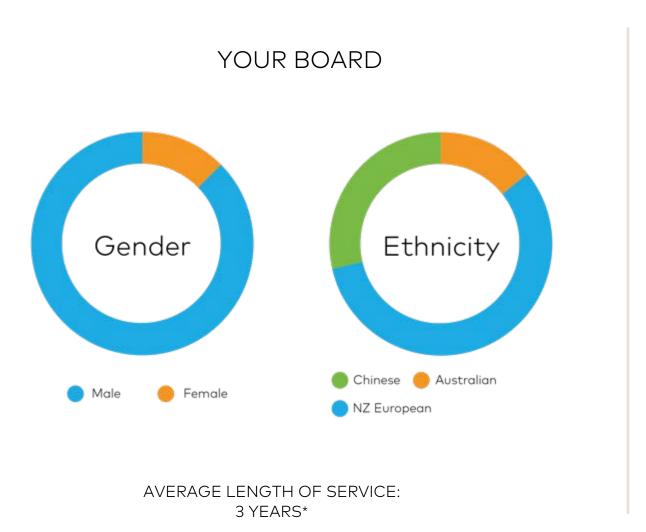
ENGAGEMENT 63% +1PPT

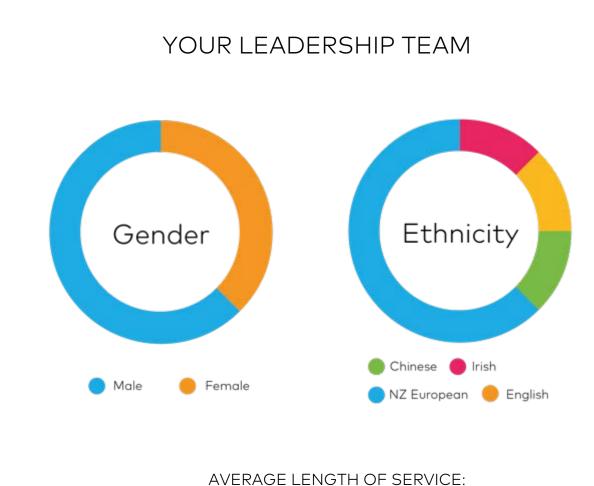


>3,000 WELLBEING PACKAGES



PEOPLE Governance & Diversity





3 YEARS, 10 MONTHS



OUR TEAM GOALS Looking Forward

100%

OF NEW ZEALAND-BASED EMPLOYEES PAID AT LIVING WAGE RATE OR ABOVE



EQUAL PAY FOR EQUAL WORK IN ALL EMPLOYING LOCATIONS >40%

OF SENIOR LEADERSHIP POSITIONS OCCUPIED BY WOMEN

>20%

OF NEW ZEALAND-BASED SENIOR LEADERS ETHNICALLY DIVERSE (NON-PĀKEHĀ) **>80**%

OF SENIOR LEADERSHIP ROLES HELD BY EXECUTIVES WITH INTERNATIONAL CAREERS >75%

OF PARTICIPANTS
IN VOCATIONAL TRAINING
PROGRAMMES ARE WOMEN
OR MĀORI/PASIFIKA

PEOPLE

Launching our Beekeeping Apprentice Programme





OUR PLANET

Goal: Carbon positive by 2030



30%

REDUCTION IN PAENGAROA CARBON FOOTPRINT OVER FOUR YEARS (FROM MATERIALS AND

WAYS OF WORKING)

27%

OF PAENGAROA SITE POWER FROM RENEWABLE SOLAR ENERGY

6.4_M

TREES PLANTED

 $C0_2$

3,300 TONNES OF CO2 REMOVED DUE TO MĀNUKA FORESTS



PARTNERSHIP

Supporting Biodiversity and Wildlife

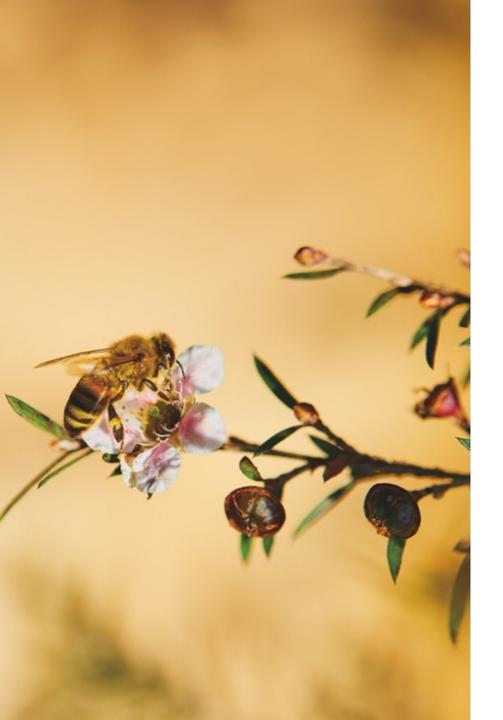












FY 2020 IN SUMMARY

As forecast, this was a year to stabilise, reset and refocus.

While there's no question the results for the first half were disappointing, we saw real progress and momentum in the second half.

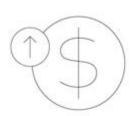
FY 2020 IN REVIEW

	30 June 2020 \$'000	30 June 2019 \$'000	vs Last Year	vs Last Year %
Revenue	195,912	171,104	24,808	14.5%
Gross margin	49.0%	37.3%	11.7%	1170bps
Operating expenses	96,398	73,548	22,850	31.1%
Operating expenses excl. China	72,034	71,423	611	0.9%
Underlying EBITDA*	19,086	0	19,086	100.0%
Net loss after tax	(9,701)	(27,717)	18,016	-65.0%
Net debt	15,520	88,936	(73,416)	-82.5%
Operating cash flow	39,297	21,086	18,211	86.4%
Inventory	112,679	132,192	(19,513)	-14.8%

^{*} Underlying EBITDA is a non-GAAP measure. We monitor this as a key performance indicator and believe it assists investors in assessing the performance of the core operations of our business. Please refer page 10 of Investor Presentation released to NZX on 24 August 2020 for a full reconciliation of underlying EBITDA.

FY 2020 REVIEW

14.5%
REVENUE GROWTH



STRONG TOP AND BOTTOM LINE GROWTH IN FOCUS GROWTH MARKETS, CHINA AND NORTH AMERICA YEAR-END NET DEBT \$15.5m VERSUS \$93m IN DECEMBER

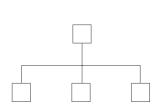
 $$50_{M}$

CAPITAL RAISE COMPLETED
IN JUNE

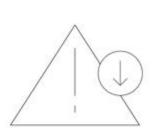
 $$27.5_{M}$

CASH GENERATED TO PAY DOWN DEBT

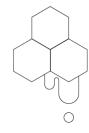
FY 2020 REVIEW



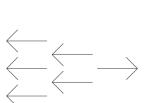
SIGNIFICANT SIMPLIFICATION OF TOTAL ORGANISATION



REDUCTION OF RISK



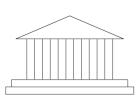
LOW-RISK HONEY HARVEST MODEL IMPLEMENTED



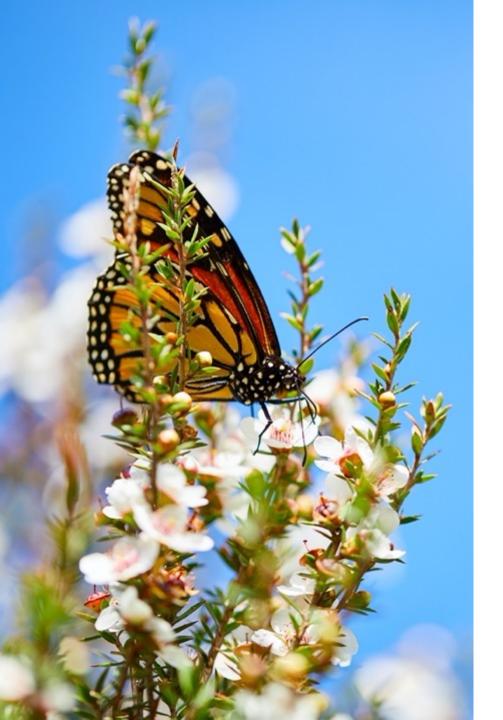
ORGANISATION RESTRUCTURE COMPLETE (COSTS IN FY20)



CAPITAL STRUCTURE RESET



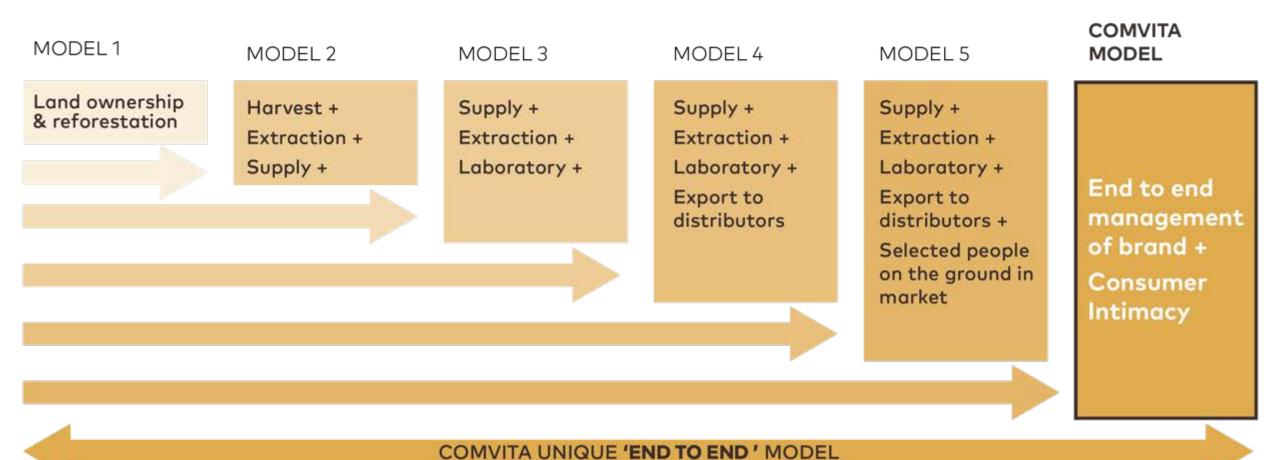
NEW BANK FACILITIES AGREED TO JUNE 2022



OUR STRATEGIC PILLARS

- Unrelenting focus on our consumers and execution
- World class digital engagement and experience
- Unrelenting focus on science and quality
- Unrelenting focus on simplification, cost, and efficiency
- Unrelenting focus on sustainability and creating a world class organisation

LEVERAGING OUR UNIQUE BUSINESS MODEL





CEO ADDRESS

FY20 Financial Results

- Company
- Products
- Markets

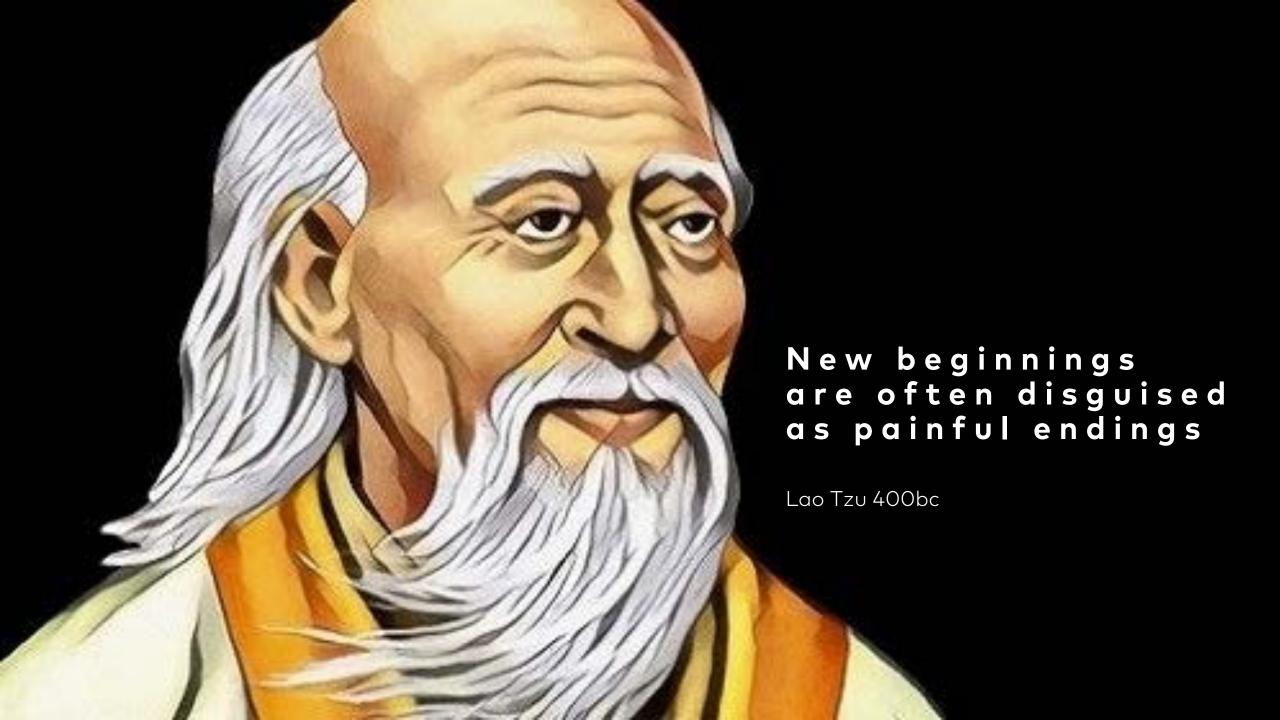
3 Point plan

- Focus
- Strategy

Building Resilience and growth

- Winning in China
- Digital
- NPD Premium reserve

Trading Update Q1





YEAR IN REVIEW - Covid-19

- Living in unprecedented times
- Our Primary goals
 - Safety of our team
 - Being part of the solution
- Thank our team for the way they responded in all departments, in all markets
- Commercially had a positive impact on results
- Consumers turned to Natural Health products

IMPACT OF CORONAVIRUS ON PERFORMANCE

Summary

Positive trading during the Covid-19 period as consumers look to purchase natural health products

POSITIVE IMPACTS \$20M

- China, Asia, CBEC, North America and EMEA revenue growth year on year +\$20M
- Double digit growth in North America, China, CBEC, Japan, Korea, SEA and EMEA
 - Temporary Covid-19 impact retail in China \$3.4M in h2 offset by strong online growth
 - Retail in China has now normalised
- North America
 - -Strong digital performance improvement +45%
 - Strong retail sales +88%
 - -Positive Covid-19 stock fill \$2.6M

NEGATIVE IMPACTS \$12M

- AU/NZ and Hong Kong revenue decline = \$12M
- Business materially impacted by loss of footfall in tourism, retail and Daigou channels
 - Mānuka honey sales impacted by Daigou and tourism
 - H2 revenue impact AU/NZ \$11M
 - HK predominantly retail business impacted by civil unrest and loss of tourism expected to continue -\$3M (\$1M Covid-19)
 - -Propolis and Fresh Picked Olive Leaf™ performed well

General Conditions

Good inventory levels in-market. Boosting local inventory to meet ongoing anticipated inflated demand



OUR THREE POINT PLAN

1. Stabilise the organisation

- Winning in AU/ NZ
- Focus on fundamentals
- Relentless simplification
- Positive cashflow paying down debt
- Inventory management
- Underperforming assets

2. Transformed organisation

- Consumer focus
- New harvest model
- Agile focused team
- \$15M transformation plan
- Reconnection with our cause

3. Build long term resilience and growth

- Aligned 5-year plan
- US and China the engine for sustainable top and bottom-line growth
- Simplified organisation lowest headcount since 2011
- Reducing break even point per month from \$16.2m to \$13.5m
- Reduced debt <1 EBITDA relative to inventory value



FULL YEAR - Headlines

- Revenue growth 14.5%
- Strong top and bottom-line growth in focus growth markets
 - China +11% sales, +60% contribution
 - North America +66% sales, +196% contribution
- Full year EBITDA \$4.2M
- Year-end underlying EBITDA* \$19.1M
 - o H2 \$18.4M
- NPAT (\$9.7M)
 - o Impact of <u>one-off</u> non-operating items (\$9.3M)
- Year-end Net Debt \$15.5M versus \$93M in December
 - \$50M capital raise completed in June
 - \$27.5m cash generated to pay down debt
- Significant simplification of total organisation
 - Organisation restructure complete (costs in FY20)
 - Headcount reduction from 630 to 540
- Reduction of risk
 - Capital structure reset
 - Low risk honey harvest model implemented
 - New bank facilities agreed to June 2022

^{*}Underlying EBITDA is a non-GAAP measure. We monitor this as a key performance indicator and believe it assists investors in assessing the performance of the core operations of our business.



FINANCIAL SUMMARY

The last six months have shown that our turnaround and transformation are on track.

	H1	H2	Full Year
Revenue	\$94M	\$102M	\$196M
EBITDA	\$(8.8)M	\$13.0M	\$4.2M
Underlying EBITDA*	\$0.6M	\$18.4M	\$19.1M
Non-operating items	\$6.7M	\$3.9M	\$10.6M
One-off costs incurred	\$2.7M	\$1.5M	\$4.2M
Net Debt (OB \$88.9M)**	+\$4.2M	-\$77.6M	\$15.5M

 ^{*} Underlying EBITDA is a non-GAAP measure. We monitor this as a key performance indicator and believe it assists investors in assessing
the performance of the core operations of our business. Please refer page 10 of Investor Presentation released to NZX on 24 August 2020
for a full reconciliation of underlying EBITDA.

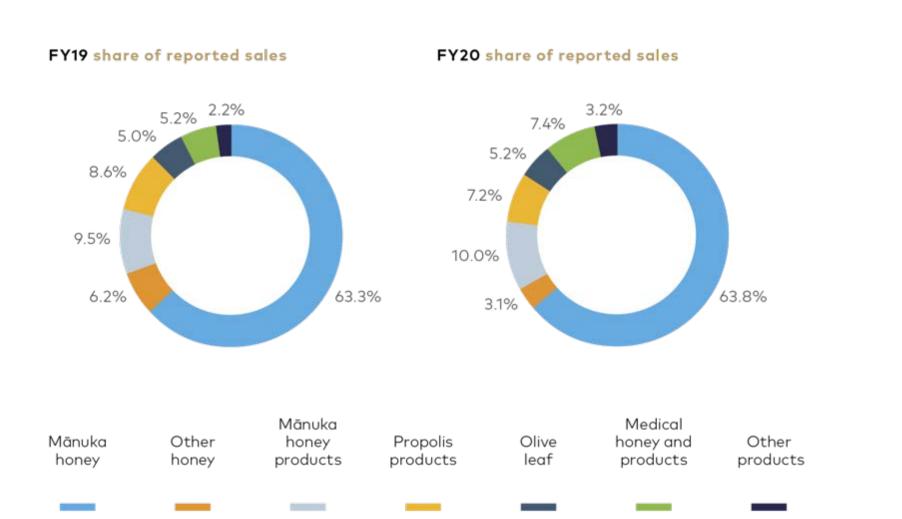
^{**} Opening balance.

SIGNIFICANT REDUCTION IN DEBT AND INVENTORY

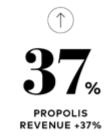
Key Balance Sheet Ratios as at	30 June 2020 \$'000	30 June 2019 \$′000
Total assets	286,423	313,043
Total inventory	112,679	132,192
Trade receivables	17,726	30,878
Working capital	128,597	155,161
Net debt	15,520	88,936
Total equity	211,748	173,355
Net debt to equity ratio	7%	51%
Weighted average shares on issue	50,786	46,302

- Inventory reduced by \$20M
- Net debt decrease of \$73M vs 30 June 2019 due to successful capital raise \$50M and working capital improvements \$23M
- \$27.5M Cash generated to pay down debt
- Banking facility extended to July 2022

FULL YEAR SHARE OF REVENUE BY PRODUCT CATEGORY





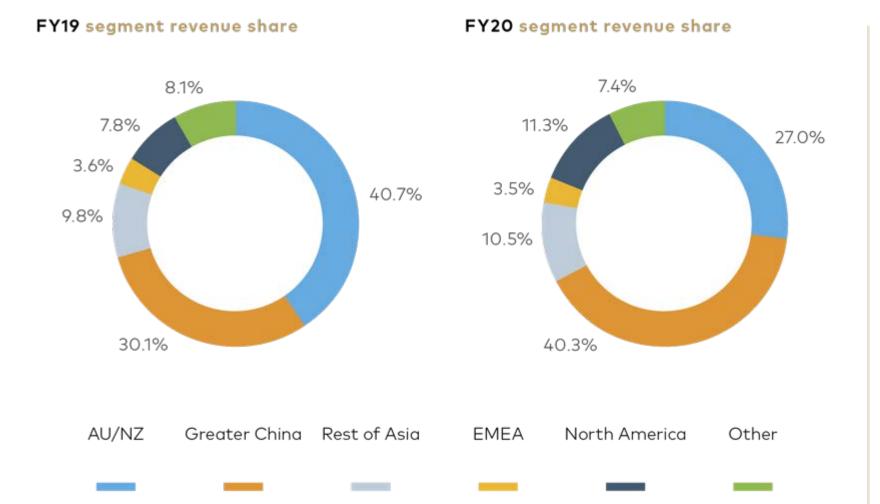




OUR MARKET SEGMENTS



GOOD PERFORMANCE IN FOCUS GROWTH MARKETS



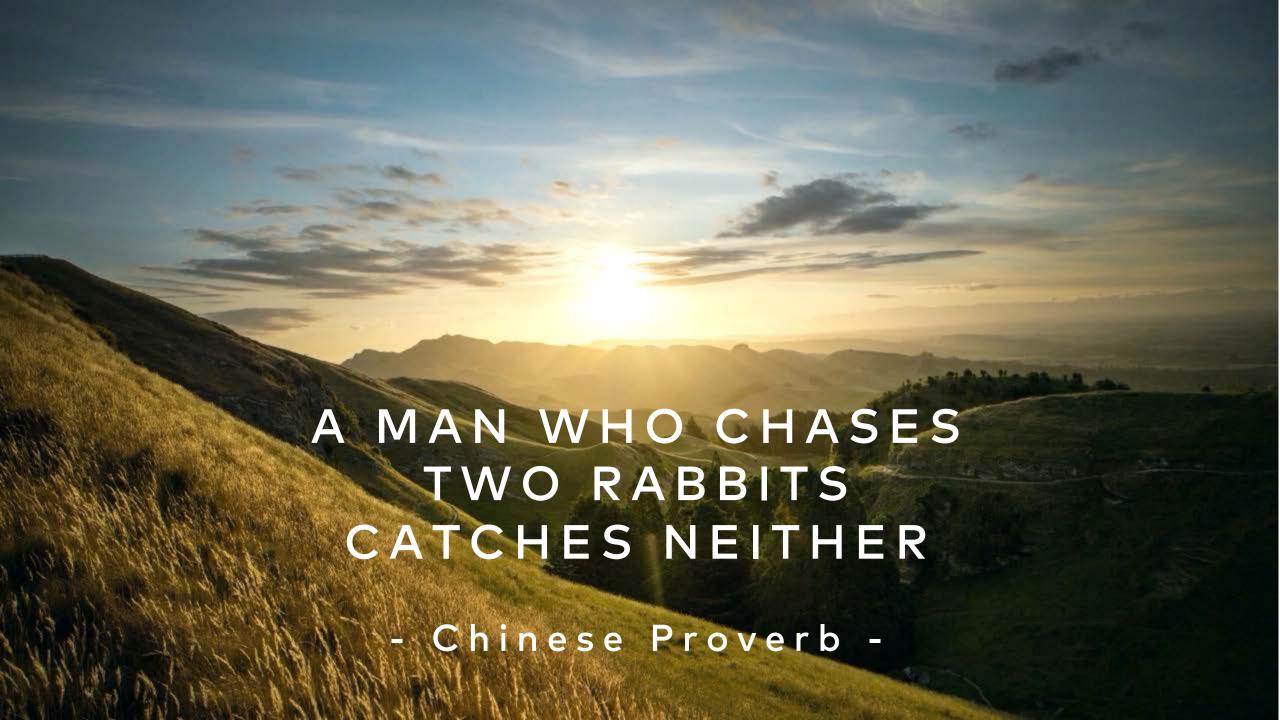
- Strong double digit top and bottom-line growth China and North America
- Fastest growing Mānuka
 Honey brand North America
- Strong growth in Rest of Asia
- EMEA Top line growth but unprofitable
- NZ AU impacted by Covid-19 disruption to Diagou channel



FY 20 SUMMARY

We have completed substantial changes to the business structure, we emerge from FY20 more focused, more agile, more resilient.

We are in the process of 'Building a better Business'









OUR THREE POINT PLAN

Progress and Update

1. Stabilise the organisation

- Reset AU/ NZ
- Positive cashflow paying down debt
- Reduced Inventory
- Underperforming assets

2. Transformed organisation

- Consumer focus
- New harvest model
- Leverage market leading position in China
- Leadership talent

3. Build long term resilience and growth

- US and China the engine for sustainable top and bottom-line growth
- Simplified organisation lowest headcount since 2011
- Reducing break even point per month from \$16.2m to \$13.5m
- Reduced debt <1 EBITDA relative to inventory value</p>



STABILISE PERFORMANCE

What's Happened?

Legislative changes Poor honey harvest Covid-19 impacts Loss of focus

The Way Forward

Focus markets
Focus products
Focus consumers
Reset Capital structure

Progress So Far

Reduced debt Reduced underlying costs 6 consecutive profitable months

Key achievements

New strategy and five-year plan Review of JVs and structure New leadership team in place



TRANSFORMATION

What Must Change

Unrelenting consumer focus

Enhanced digital capability and engagement

Enhanced focus on cash and efficiency

What We Are Doing About It

Consumer focused

China and North America focused

New capital structure

Flat structure

Progress So Far

US growth 66%

China growth 11%

Digital growth 35%

Headcount reduction

Debt reduction

Key achievements

Simplified structure

Reset capital structure

Double digit growth focus markets



LONG TERM RESILIENCE AND GROWTH

Longer term pressures on the business

More competition due to digital

Driving household penetration

Driving frequency of use

Competition for talent

Actions and Innovations, we are putting in place

Clear Brand Value Proposition

Brand Investment model

Science at the heart of the business

Highly capable market teams closer to consumers

Net positive 2030

Why they will help

Comvita as the brand of choice

Comvita as the employer of choice

Comvita as the partner of choice

Key achievements

Market support centre not Head office

Flat, action-oriented structure

New Leadership team structure

China as a fully integrated subsidiary, ESG reporting

TRANSFORMATION AT COMVITA

FROM	TO
Complex organisation	Simplified and sharper focus
Multiple strategies	Simple things exceptionally well
Multiple geographies	Prioritised markets
Reactive	Proactive
Variable supply chain	Highest quality, lowest cost supply
Efficient producer	Most efficient economically sustainable producer
Supply focused	Consumer focused
Negatively impacted by external factors	Resilient to market change



BUILDING ON OUR PROUD HISTORY

1974

Claude Stratford
established Comvita with a
mission to 'produce natural
products that improve
the community's health'.
Pioneered 'Raw' honey
as a healthy
food.



1975 Claude Stratford partners with Alan Bougen.

1988

First export of multifloral honey and bee pollen to UK in PET packaging. A first in the UK.

1992

Comvita launch world first 10+ UMF Manuka Honey



1994

World first launch of Manuka Honey wound care

1998

UMFHA inaugural meeting held at Comvita Head Office, Paengaroa.

2001

Comvita opened its first store in Hong Kong.

2003

Comvita Limited is listed on the New Zealand stock market's NZAX2004. 2004

China retail entry.

2005

UK office established.

2006

Manuka improved cultivar breeding programme commenced Continues today with superior cultivars being deployed throughout plantations.

2007

First 510(k) FDA marketing approval for Medihoney

2010

Global Medihoney licensing deal signed with Derma Sciences Inc.

Comvita Korea established.

2012

HACCP Food Safety Certificate for Paengaroa manufacturing site.

2012

In-house Analytical Laboratory established

HACCP Food Safety Certificate for Paengaror manufacturing site.

2013

Olive leaf extract blood glucose clinical trial published.

OLE HACCP Certification.

Auckland concept store opened.



2014

First Mass Specs commissioned – for C4 Sugars and Amitraz testing performed by in-house Laboratory.

2015

Olive leaf extract blood pressure clinical trial published.

Supply Partnership Group (SPG) formed .

Unique Manuka compound Lepteridine™ 3,6,7-trimethyllumazine discovered and patented by Comvita scientists.



2017

Olive leaf extract cardiovascular clinical trial published.

First commercial Manuka plantations established.

2019

Research Partnership with Riddet Institute established.

Queen breeding unit established.

Comvita honey storage warehouse completed, at the time in the top five of NZ's largest photovoltaic installations.

Purchase of CVT CHN complete.

1974





OUR STRATEGIC BELIEFS

- Success in China is key to delivering longterm stakeholder value
- Digital leadership is a critical success factor for Comvita
- Mānuka honey (and Mānuka honey products) will be our main source of revenue and margin for the next 10+ years
- An aligned, sustainable, competitive advantage is key to extending our Global leadership
- Brand advocacy will be enhanced by connecting consumers to our founding story and belief in Kaitiakitanga



OUR STRATEGIC PILLARS

- Unrelenting focus on our consumers
- World class digital engagement and experience
- Unrelenting focus on science and quality
- Unrelenting focus on simplification, cost, and efficiency
- Unrelenting focus on sustainability and creating a world class organisation



OUR STRATEGIC FOCUS

- 1. Build a China market business capable of delivering 10 years of 10% CAGR
- 2. Provide geographical balance by delivering breakthrough in North America
- 3. 50% of total sales to be delivered by digital channels
- 4. Leverage Comvita's unique business model to deliver above average returns vs the category





CHINA MARKET GROWTH

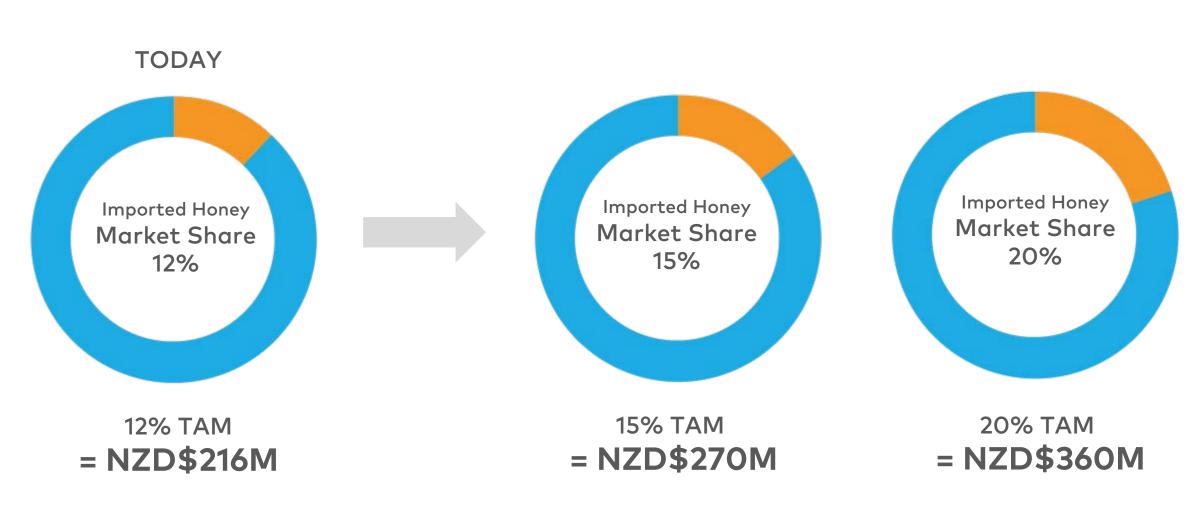


- Biggest Honey market in the world 8.3BN RMB (\$1.8BN NZD)
- Imported honey makes up around 12% of total market
- Chinese consumers using honey as a medicine for thousands of years
- Comvita are strong market leader in Mānuka honey in China
- Wholly owned Subsidiary
 - Over 200 team members on the ground
 - New Leadership team complementing existing capability
 - System integration completed

CHINA - GROWING THE MARKET AND OUR SHARE



Total Market \$1.8Bn





THE PATH TO SUSTAINABLE GROWTH

Comprehensive Strategies



NOW

NATIONAL EXPANSION

Sales acceleration

BUILDING TORONTO

Focused Penetration Plan

Consumer

Rapid Seeding & Penatration Of "Comvita Target Consumers"

Product

High Quality, Highly Relevant Product Portfolio

Brand

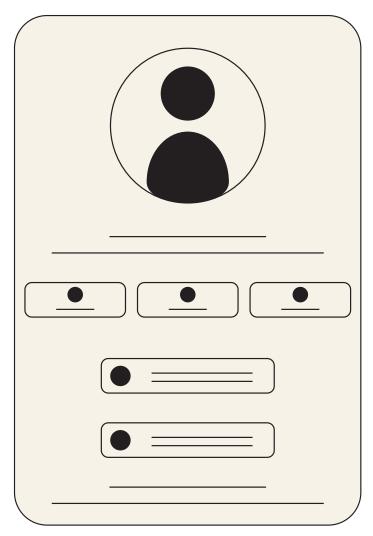
Differentiated Brand Proposition

FUTURE

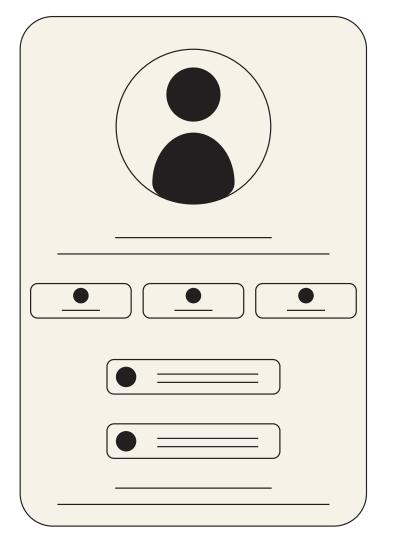
WE KNOW OUR CONSUMERS



OFFLINE



ECOMMERCE

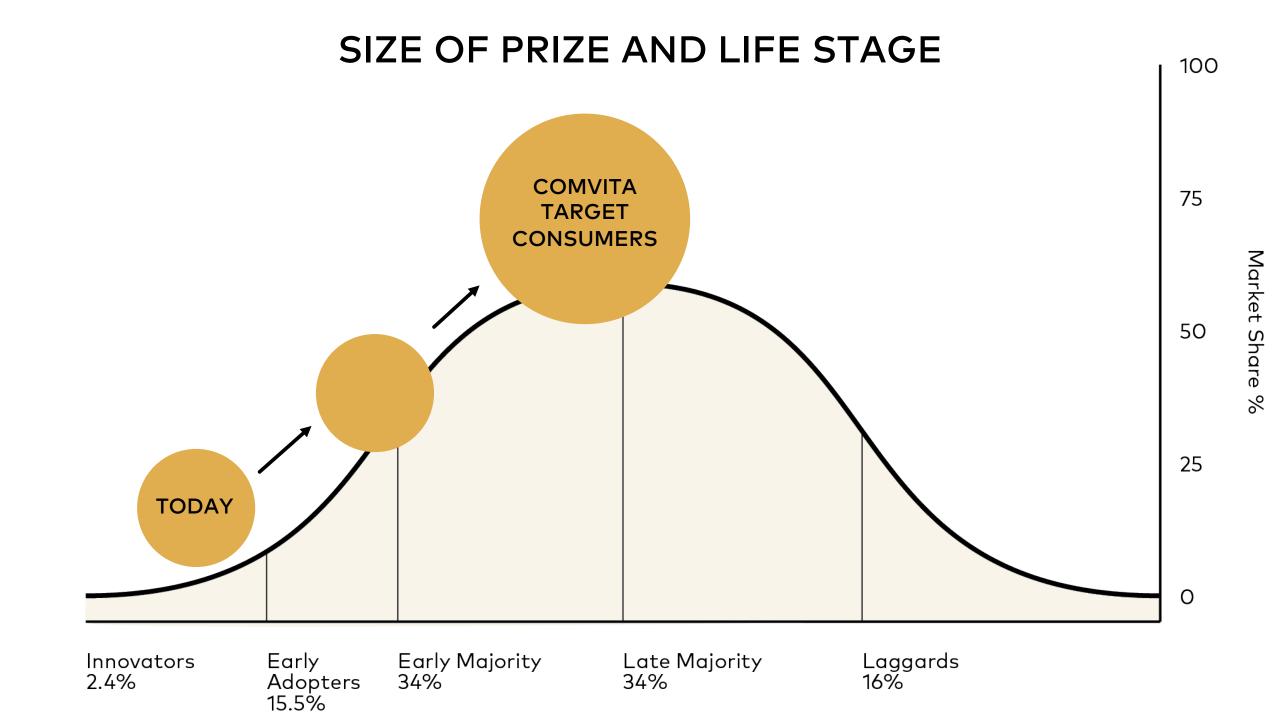




REDEFINING OUR TARGET CONSUMER



- Consumer demographics
- Demographic size
- Media consumption
 Traffic, awareness, enlightenment, conversion
- Shopper habits
- Social influences
- Their needs (product and brand)
- Creating moments of escape





HOW TO CONNECT



Three Elements to Generate Customer Engagement with Advocacy

- 1. Provide great products
- 2. Understand consumer needs
- 3. Create a sense of belonging

CONNECTED THROUGH HEARTS, ONE STEP FURTHER



C URIOUS	ATTRACT THEM (Marketing)	A new customer? Rational engagement	Not there yet
H EAR IT FROM OTHERS	CONVINCE THEM (KOL / KOC)	A new customer? Rational engagement	Not there yet
I NTERNET SEARCH	ASSURE THEM (online info)	A new customer? Yes Rational engagement	Household penetration
N EW IS GOOD	ENGAGE THEM (NPD / NPD)	An existing customer Emotional engagement	Frequency of use
A SSOCIATED WITH THE BRAND	RETAIN THEM (interaction)	A loyal customer: Fans Emotional engagement	Word of mouth





ACCELERATING DIGITAL LEADERSHIP



TOTAL eCOMMERCE GROWTH



ACCELERATING DIGITAL LEADERSHIP

CHINA/HONG KONG DIGITAL SHARE 53%

of China revenue through eCommerce ↑ 33%

Mainland China eCommerce growth YOY **148%**

HK eCommerce YOY

KEY INDEX AS INDICATIVE SUCCESS METRICS **1** 25%

Transactions

↑ **9**%

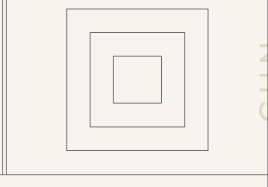
ATV

18%

No. of customers YOY

ightarrow Looking forward ----

The FY21 opportunity for us in China will be to convert all or most of the 112% traffic growth into real purchases. We have set aside focused budget and resources in order to win in China.



TRAFFIC GROWTH

PURCHASES

ACCELERATING DIGITAL LEADERSHIP

NORTH AMERICA NORTH AMERICA 30% **↑ 51%** DIGITAL SHARE: DIGITAL GROWTH: of US revenue US eCommerce through eCommerce revenue YOY TOTAL **1** 42% **↑ 63% 1** 61% ↑ 8% COMVITA.COM SITES: Total ATV New Revenue YOY growth transactions registrations YOY YOY YOY HOME MARKET: **1** 85% **↑ 65% 15%** COMVITA.CO.NZ Total ATV YOY Revenue growth transactions YOY YOY **TOTAL VISITORS TO ↑ 51% 1** 57% COMVITA.COM (US) Repeat users: New users:

418,169 YOY

411,787 YOY





OUR WINNING MODEL

We aim to have an unrelenting focus on:

- Consumers and execution
- World class digital engagement and experience
- Science and quality
- Simplification, cost, and efficiency; and
- Sustainability and creating a world class organisation



STRONG Q1 PERFORMANCE

- Strong start to the year
 - Double digit revenue growth
 - Strong GP margins
 - Costs in line with expectations
 - Brand investment increase to support differentiated model
- Trading profitably
 - Nine consecutive profitable months
 - Focused on delivering FY21 results
 - Reducing Inventory and SKU count as we look to simplify the business and generate cash

FULL YEAR GUIDANCE MAINTAINED









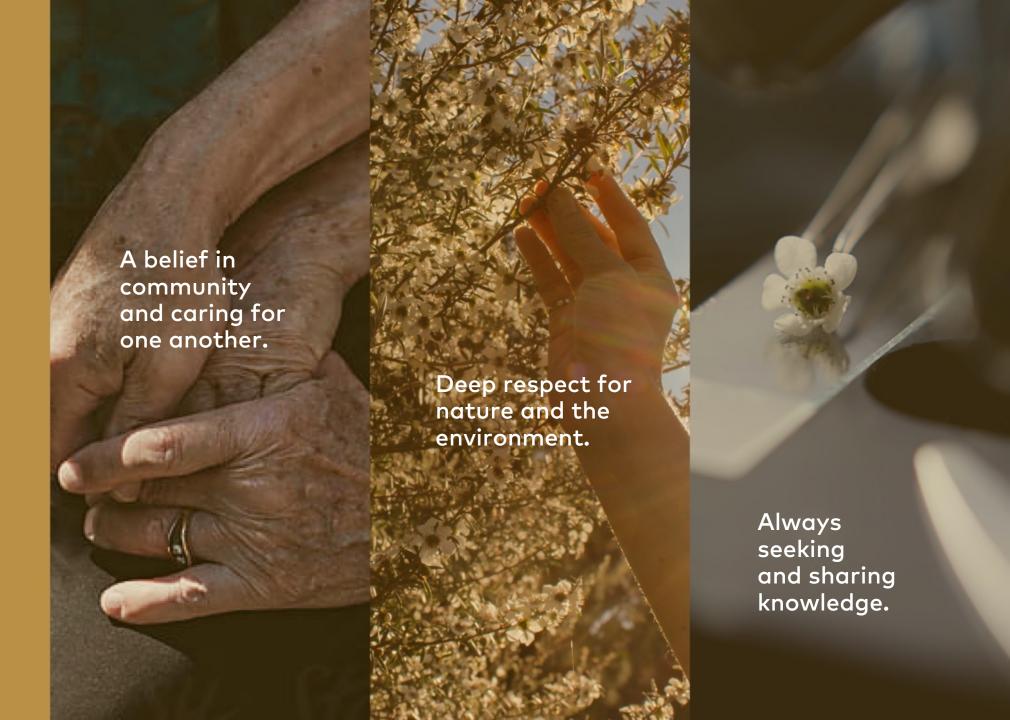
That food is the best medicine.

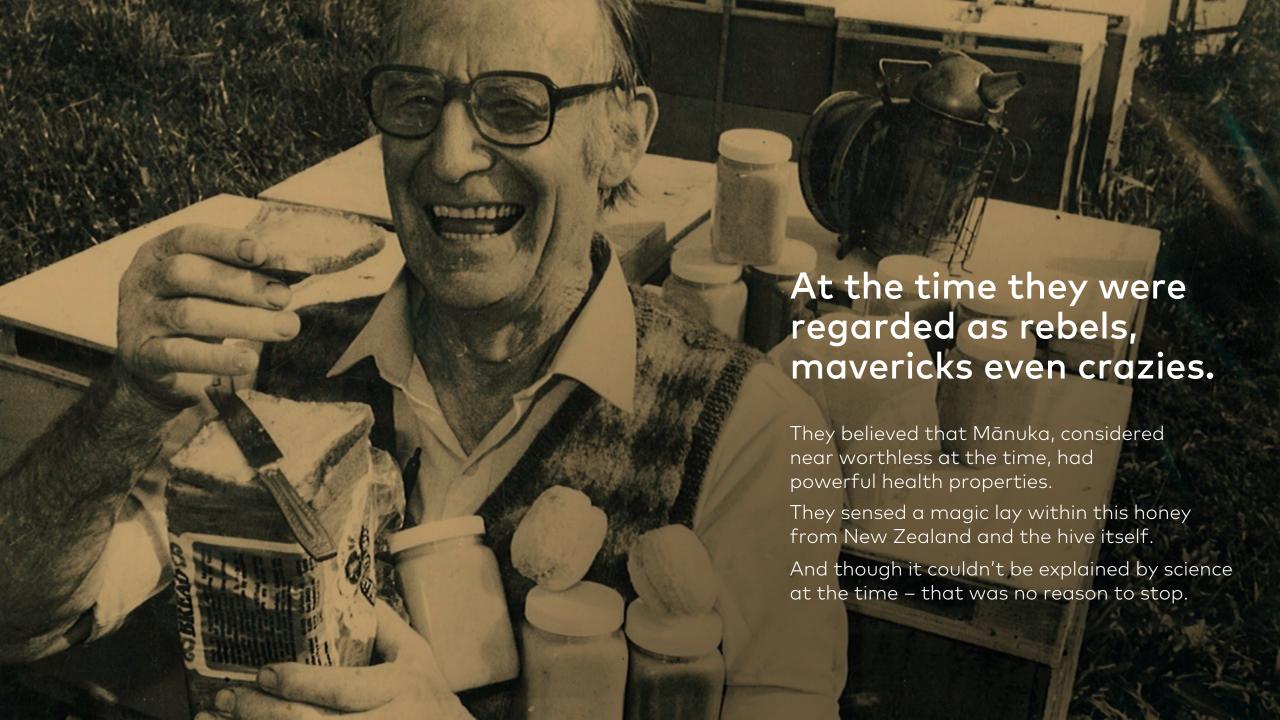
And that nature has the answers.

With deep principles that were well ahead of their time;

Not just for New Zealand's benefit. But for the world.

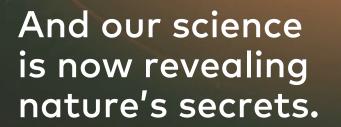
These principles remain central to the Comvita brand nearly 50 years on





With the benefit of history, they are seen as pioneers.





Every day we're learning more and more about the extraordinary powers of the Mānuka tree, honey and the wondrous bee.
We lead the industry in investment in science and will continue to do so.

We work in harmony with nature – seeking to understand.

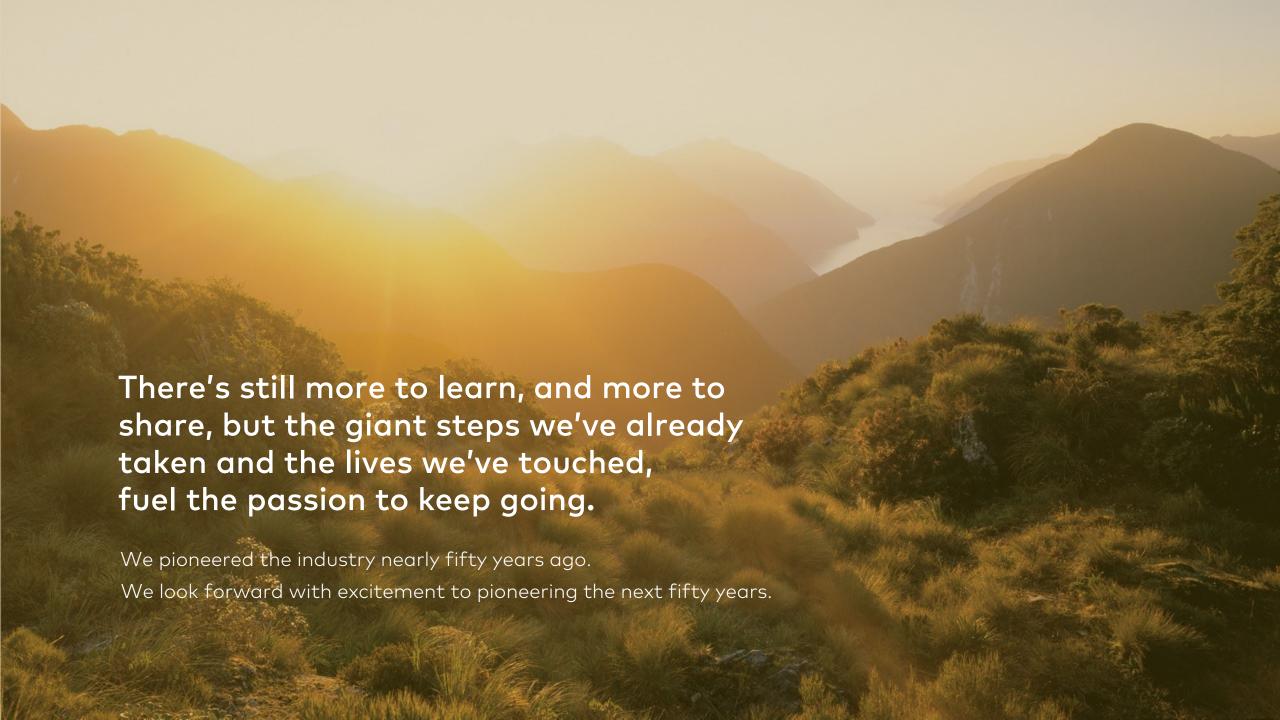
Never to alter.

This partnership of nature and science is the Comvita difference.

It's what sets Comvito apart from the rest.

And makes Comvita the world's leading bee products company.











RESOLUTIONS

Formalities

• Reports and Financial Statements

Ordinary Resolutions

- 1. Appointment and Remuneration of Auditors
- 2. Director's Elections:
 - Re-elect Mr. Brett Hewlett



RESOLUTION 1

Appointment and Remuneration of Auditors

To consider, and if thought fit to pass, the following ordinary resolution:

"That the meeting record the re-appointment of KPMG as the auditors of the Company for the current financial year ending 30 June 2021 pursuant to section 207T of the Companies Act 1993, and authorise the Board to fix KPMG's remuneration."



RESOLUTION 2

Director's Election

To consider, and if thought fit to pass, the following ordinary resolution:

"That Brett Hewlett, who retires by rotation and is eligible for re-election, be re-elected as a Director of the Company."



RESOLUTION 2

Director's Election

Brett is a professional director and consultant.

Other former Governance and Advisory Board roles include: Derma Sciences Inc. (DSCI:Nasdaq), SeaDragon (SEA:NZX), Enterprise Angels, NZTE's Better by Design Advisory Board and Member of the Callaghan Innovation Stakeholder Advisory Group.

Brett has a Bachelor of Food Technology from Massey University, and a Masters of Business Administration from the International Institute for Management Development, Switzerland. He has also completed advanced management programmes at Stanford University and the Massachusetts Institute of Technology's Sloan School of Management.

Brett is a Member of the Institute of Directors.



