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Comvita Wellness Lab wins at the 2021 Interior Awards

Comvita (NZX:CVT) is proud to announce that its new experiential space, the Comvita Wellness Lab in Auckland won the top accolade in the Retail Award category at the 2021 Interior Awards. The highly acclaimed Awards celebrate the best of New Zealand design, including projects that push the limits of interior and spatial design.

Judges' comments highlighted the "exceptional" and "unexpected" ways in which the "sumptuous, sensory space" brings the Comvita brand to life – going beyond traditional concepts of retail through the Wellness Lab's immersive tasting experience, and seamless multi-channel integration via a 3D virtual store.

Created in collaboration with design agency Blur the Lines, the state-of-the-art Wellness Lab brings together nature and science to take guests on a rich and unique multi-sensory journey that brings an unparalleled depth to their perceptions of honey, Mānuka and bees.

David Banfield, Comvita Group CEO, comments "We are absolutely delighted and proud to see the Comvita Wellness Lab win the retail category as part of these awards. It is a great acknowledgement of our brand direction as we look to roll out this experience in other markets around the world. The consumer reaction to being invited to help us create a world where bees thrive has been exceptional".

Visitors to the world-class space are guided through a tasting tour that engages each of the senses (including smell, touch, sight, and hearing) – celebrating the unique and complex flavour profile of each Comvita mono-floral honey as an expression both of where it was harvested, and the care and attention paid at every step of its journey to homes around the world.

The bookable signature tasting journey inside the Wellness Lab's boutique 180-degree theatre sees visitors take a "bee's-eye view" journey through a tasting flight of honeys, with custom-designed audio-visual elements to further enhance the connection to the honeys' origins, flavour, and bio-active complexity.

The Comvita Wellness Lab is located at 139 Quay Street, Viaduct Basin, Auckland, and the Comvita virtual store can be experienced at www.wellnesslab.comvita.co.nz.

Ends.

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Background information

Comvita (NZX:CVT) was founded in 1974, with a purpose to heal and protect the world through the natural power of the hive. With a team of 500+ people globally, united with more than 1.6 billion bees, we are the global market leader in Mānuka honey and bee consumer goods. Seeking to understand, but never to alter, we test and verify

all our bee-product ingredients are of the highest quality in our own government-recognised and accredited laboratory. We are growing industry scientific knowledge on bee welfare, Mānuka trees and the many benefits of Mānuka honey and propolis. We have pledged to be carbon neutral by 2025 and carbon positive by 2030, and we are planting more than two million native trees every year. Comvita has operations in Australia, China, North America, South East Asia, and Europe – and of course, Aotearoa New Zealand, where our bees are thriving.