



The a2 Milk Company partners with Yuhan pharmaceuticals to launch a2 Platinum® infant formula range in South Korea

The a2 Milk Company today announces the highly successful a2 Platinum® infant and toddler nutrition range is now available to buy in South Korea.

Distributed and sold by The a2 Milk Company's exclusive distribution partner in South Korea, the leading pharmaceutical company in South Korea, YuhanCARE (Yuhan), the a2 Platinum® infant formula range is now available through Yuhan's New Origin café retail stores, as well as selected premium grocery and online retailers.

The launch of a2 Platinum® in South Korea follows the recent launch of a2 Milk™ fresh milk which is exclusively sold and distributed by Yuhan.

Yuhan and The a2 Milk Company have a strong synergy in their company missions and values, and complementary capabilities across the supply chain.

Originally, all cows' milk contained only the A2 protein type and no A1 protein type. The a2 Milk Company produces, markets and sells premium branded dairy nutritional products made from natural cows' milk that contains only the A2 protein type, rather than both A1 and A2 types found in conventional cows' milk. Yuhan's New Origin concept was founded with a mission to go back to the basics of foods by pursuing their origin.

The a2 Milk Company CEO, Geoffrey Babidge, said "South Korea presents an exciting market opportunity for The a2 Milk Company.

"We are very proud to be partnering with a world-class, highly-credentialed and principled business like Yuhan. Together, we hope to improve the health and nutrition of Koreans with the recently launched a2 Milk™ fresh milk and a2 Platinum® infant and toddler milk products".

a2 Platinum® for the South Korean market is sourced exclusively from New Zealand.

