

Chinese Brand Launch and Presales

ASX Announcement

6 July 2017

Highlights

- Launch of our trademarked Chinese Brand Name
- \$60,000 presale
- Sales at Duty Free shops and the Abundant website

Launch of our Chinese Brand: “Abundant 雅达”

雅达, pronounced ‘Ya Da’ translates to English as ‘elegant and demure’.



Abundant Produce Ltd (ASX: ABT, “Abundant”), is pleased to announce that wholly owned subsidiary Abundant Natural Health Pty Ltd (ANH) has successfully registered the trademark for Abundant 雅达 in China.

“It’s a bit of a coup, really,” Abundant CEO Tony Crimmins said. “Chinese trademarks have been known to take years to register, as long as half a decade in some cases, but with our extensive business network in mainland China we managed it in weeks.”

The Chinese trademark paves the way for ANH products to be sold through ‘bricks and mortar’ shops in China, in addition to online sales channels. Securing the trademark was also instrumental in achieving a significant presale from the first ANH production run.

\$60,000 presale

The Board is also able to reveal a \$60,000 presale of Tomato Infusion - Lycopene Active Daily Face Cream, to be fulfilled from the initial production run due around the end of this month.

“We pre-sold a few thousand tubes from the initial production for distribution into China,” Tony Crimmins said. “We’re keen to get the ball rolling as quickly as possible because we have a pipeline of nutraceutical products on the way.”



Sales at Duty Free shops and the Abundant website

“Our main target market is China’s massive and aspirational middle class,” Abundant General Manager, Shanan Birkin said, “but we’re also planning to sell ANH products at duty free shops and newsagencies in international and domestic airports around Australia as part of our strategy for establishing brand presence.”

Abundant also plans to make ANH products available for purchase via the Abundant Produce website (www.abundantproduce.com) in coming months so that investors and other interested parties can easily purchase these products and confirm for themselves just how effective ANH’s natural extracts range of nutraceutical products are.

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About Abundant Produce Ltd

Abundant Produce Ltd (ASX: ABT) develops agricultural intellectual property, creating superior seeds and now producing skin care products based on natural vegetable extracts. Based in Sydney and Cobbitty (at the University of Sydney’s Plant Breeding Institute), Abundant breeds superior vegetable seeds for food producers, and vegetable plants for their active extracts. Abundant specialises in breeding hybrid greenhouse vegetables with better yield, disease resistance, temperature tolerance, taste, texture, colour and shape, developing innovative products to target demand for highly productive food crops that thrive in low-tech conditions.

