



abundantproduce

OCTOBER 2017

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ABT Corporate Snapshot

Abundant Produce Limited (ABT)

(name to be changed to Abundant Corp Limited)

- Listed April 2016 – raised \$3.5 mil @ 20 cents
- Share price (4 October 2017) 43 cents
- Shares on issue 46.5 mil*
- Market capitalisation \$19.9 mil
- Cash position end August 2017 \$1.3 ml
 - cash burn minimal \$90,000/mth
- 35% in escrow mid 2018

Top 5 Shareholders

- Board & Management 40%
- Oak Capital 8.6%
- JP Morgan Nominees 7.64%



Abundant Produce Australia Pty Ltd (APA)

100% Owned by ABT



Abundant Natural Health Pty Ltd (ANH)

100% Owned by ABT



Abundant Produce Limited (ASX: ABT)

Australia's only listed developer of plant intellectual property (IP)

- Developing cosmetic and nutraceutical products based on active botanical ingredients extracted from purpose bred plant varieties.
- In collaboration with research institutions to transform their accumulated IP, expertise, and scientific infrastructure into royalty streams.
- Global distribution agreement signed July 2017 – cucumbers and tomatoes.

New varietal of cucumbers, tomatoes, eggplant, capsicum & zucchini being developed for better yield, disease resistance, temperature tolerance, taste, texture, colour and shape.

Personal care products infused with plant active extracts.



abundant natural health



Abundant Natural Health

- leveraging ABT's resource base to diversify revenues

- 🌱 Abundant Produce was created to collaborate with research institutions to transform their accumulated IP, expertise, and scientific infrastructure into revenue streams. Abundant Natural Health (ANH) leverages ABT's strengths in plant science to diversify revenues by accessing the international market for natural cosmetics and nutraceuticals.
- 🌱 The global beauty and personal care market generates sales in excess of USD 465 billion.
- 🌱 The 'natural' skin care segment is outperforming the broader skin care market, driven by growing consumer awareness about the efficacy of natural and organic personal care products and a desire to make cleaner, greener lifestyle choices, together with increasing concerns about the hazards of synthetic chemicals.



ANH – Sales Growth Accelerating

- 🌱 Listing on Woolworths Tmall Flagship Store – first product listing w/c 25 September 2017, three months exclusive front page exposure.
- 🌱 First sales (Tomato Infusion Lycopene Active Daily Face Cream) \$60,000 June 2017. Product delivered late July with ramp up of sales already occurring.
- 🌱 Cosmetic margins expected to exceed 80% to ANH.
- 🌱 Trademark “Abundant” registered in China July 2017 - allows sale of product both online channels and bricks & mortar through online distributors.
- 🌱 Diagou channels commenced in Australia exploiting existing relationship to ensure loyalty to introduced product.



ANH – Production & Logistics

- 🌿 Product on Woolworths Tmall Flagship Stores via Woolworths DC operations.
- 🌿 Identified leading international/domestic logistics group based in Sydney to handle all logistics through their warehouse.
- 🌿 Current inventory on hand > A\$500,000 Tomato Infusion Lycopene Active Daily Face Cream.
- 🌿 Supported by world class research program.
- 🌿 Baxter Laboratories production facility in Victoria - TGA and GMP Certified.
- 🌿 Supply chain traceability – Australian, fully traceable source. Tomatoes and cucumber grown in Australia at University of Sydney. Extract completed at UNSW and production packaging Melbourne facilities.
- 🌿 Contracted Yonwoo packaging closures.



The ANH Experienced Team



Shanan Birkin
Chief Executive Officer

Shanan has a long history in company management and sales. Starting in marketing for Coca Cola Amatil has given Shanan a focus on sales revenue and profit. Developed and operated sales within the Diagou and China online channels for 2 public companies over the last 2 years. Looking after product procurement, warehousing, production, packaging and sales. Has been lead manager for ANH for the past 12 months securing initial product, sales and aspects of its introduction to market.



Wilton Yao
Distribution Manager - China

Wilton has been successfully bringing Australian product to China. The emphasis is distribution to on line and off line channels. His network allow for the registration of product to be brought into China. He works closely with Australian Government organisations and local companies to promote successful projects for Chinese investors.



Kirien Withers
Brand Manager

Kirien is known in Australia as the Guru of Spa, she has driven the development of the spa industry in Australia. She's the founder of the first generic beauty publications in Australia back in 1993. Kirien brings a wealth of information in the Australasian spa sector and a strong network of associates. She has over 15 years experience offering consulting services within the spa industry.



Josephine Crimmins
Strategic Development Manager

Josephine (B.Sc), has over 28 years of experience in online and offline communications including the design and implementation of systems for schools and online businesses, Josephine's focus is driving new products from the concept stage to the market place.



Professor Tam Tran
Process Engineering Consultant

Professor Tam Tran (PhD), is our resident Mg specialist and has over 3 decades experience leading university and commercial Mg research projects. Since 2007, he has provided specialist process engineering consulting services to the business sector, and co-leads a team at Chonnam National University in South Korea, commercialising university R&D outcomes.



Sujin Kim
Chemical Process Engineer
Cosmetics – Korea

Sujin Kim (M.Eng.) has vast experience in extraction of actives and macro-minerals, and recovery processes through her work at the Chonnam National University, Gwangju Korea.

ANH's Product Pipeline

- the next 6 months

“all natural products”

- 🌿 **Tomato Infusion lycopene active daily face cream** – currently available/selling.
- 🌿 **Lycopene Lip Balm** – released with September 2017 production.
- 🌿 **Cucumber Infused Magnesium Sports Spray** – pending final approval before release.
- 🌿 **Cucumber Infused Mineral Salts Soothing Gel** – pending final approval before release.
- 🌿 **Lycopene Eye Serum** – immediate release awaiting extract supply.



LYCOPENE – Clinical research indicates that; skin antioxidant levels can be doubled by topical application in conjunction with diet; lycopene is much more effective in neutralizing free radicals than the other carotenoids found in the skin offering twice as much free radical quenching ability as beta-caroten; and the more lycopene trial subjects had in their skin, the smoother their skin was and the younger they looked.

MAGNESIUM – The World Health Organization estimates that 75% of adults are deficient in magnesium which has been linked to; cardiovascular disease, hypertension, diabetes mellitus, headaches, poor bone growth, and substandard athletic performance. Concentrated magnesium creams have been demonstrated to be well absorbed via the skin, promoting relaxation, reducing joint inflammation and preventing muscular cramps and spasms.

CUCUMBER – With the same pH as skin cucumber helps restore the protective acid mantle, and contains silica, an essential component of healthy connective tissue; focus is on lactic acid which is regarded as highly restorative skin essential.



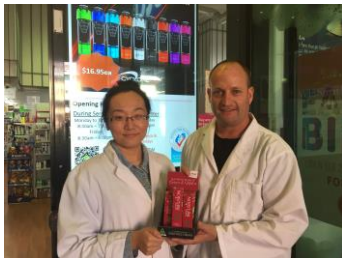
ANH's Product Timeline



Product	2017						2018 (est. product release)											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Face Cream 30ml (Released)	■																	
Lip Balm 10ml			■	■	■	■												
Soothing Salt Gel 150ml			■	■	■	■												
Mag Sports Spray 80ml			■	■	■	■												
Eye Serum 10ml				■	■	■	■											
2nd Production Face Cream 50ml						■	■	■	■	■	■	■	■	■	■	■	■	■
Future Products								■			■		■		■		■	

ANH Marketing & Distribution activity

Australian Pharmacies



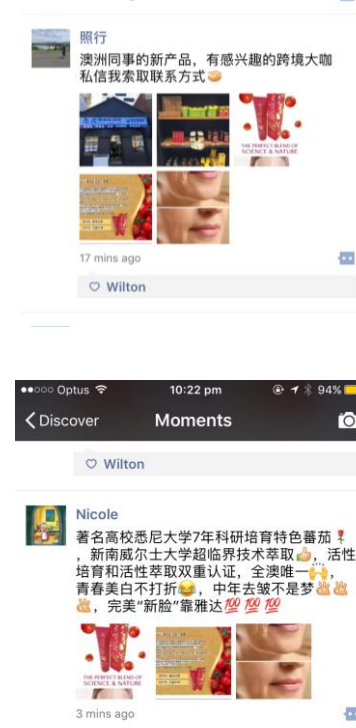
Diagou's



Woolworths Tmall
Flagship Store



Social Media



Distribution Channels - China

Company	Mkt Cap \$	Diagou	TMall	JD.com	VIP.com	Mass Media (Webo, WeChat)	CIQ
Blackmores	\$1.9 billion	Yes	Yes	Yes	Yes	Yes	Yes
BWX (Sukin)	\$512 million	Yes	Yes	Yes	Yes	Yes	Yes
Bubs	\$104 million	Yes	Yes	-	-	Yes	Yes
BOD	\$4 million	-	-	-	-	-	-
Wattle	\$66 million	Yes	Yes	Yes	Yes	Yes	Yes
A2 Milk	\$3.82 billion	Yes	Yes	Yes	Yes	Yes	Yes
ABT	\$19.53 million	Yes	Yes	Pending	2 weeks	Yes	Yes



ANH is applying for Chinese Federal Drug and Administration (CFDA). This registration is important when selling product direct to department and pharmaceutical stores.



Applications in place for Export Licenses for: China, Singapore and India.






abundant seeds



Product Timeline

 June 2017 – announced finalization of an initial five-year global distribution agreement with a market leader – starting with cucumbers and tomatoes.

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2020
CUCUMBER	1	2	3	4	5	6	7	8	9	10	11	12
TOMATO		1	2	3	4	5	6	7	8	9	10	11
EGGPLANT				1	2	3	4	5	6	7	8	9
CAPSICUM				1	2	3	4	5	6	7	8	9
ZUCCHINI					1	2	3	4	5	6	7	8

**VEGETABLE SEED
BREEDING**

**YEARS 1-3
YEARS 4-5
YEARS 6-7**

**RESEARCH AND DEVELOPMENT
INTERNAL AND EXTERNAL TRIALS
COMMERCIALISATION PHASE**

Financial Highlights – ABT Group

- ❧ Low overheads maintained as Abundant utilises University of Sydney's \$50 million Plant Breeding Institute, and accesses the Australian Government's R&D Tax Incentive scheme providing up to 42% matching funding for R&D expenditure. EMDG export grant system and others.
- ❧ Scalable business model based on contracted production and multiyear royalty streams. Once developed, new varieties of vegetable seed can generate substantial revenues for 5-7 years at minimal operating cost.
- ❧ Abundant Natural Health – sales commenced – first product launched. 5 products to be launched by Christmas 2017.
- ❧ First product to meet 11/11 (China Singles Day) shopping demand. Further products to meet Christmas and Chinese New Year demand.



Appendix



Business Partners – “Trust is earnt not bought”



ANH collaborates with the **University of Sydney's Plant Breeding Institute** to purpose breed and test plants to ensure high levels of active botanical ingredients, and **UNSW Sydney** to preserve the efficacy of the botanical extracts and avoid conventional industrial solvents.



Baxter Laboratories, a manufacturer specialising in pharmaceuticals, sun care and skin care, is TGA & APVMA Licenced and GMP compliant. Baxter provides production, logistics and regulatory compliance.



Chonnam National University Gwangju Korea, our Specialist Process Engineering.



Dong-a University Busan Korea, working closely with a cosmetic bacteriologist.

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