

Abundant Natural Health Preparations for the World's Largest Retail Event

ASX Announcement
9 November 2017

Highlights

- Abundant Natural Health (ANH) prepares to participate in the world's largest retail event
- Tmall Global "Must Buy" product list
- Endorsements and advertising

November 11th is "Singles Day", China's (and the world's) largest single retail event. Over 140,000 brands are expected to participate in Singles Day this year (up from 100,000 last year). Including more than 60,000 international brands, sellers will offer their products to more than half a billion Chinese consumers on China's e-commerce platforms.

Last year, in a single 24 hour period, 657 million delivery orders were made totalling USD17.8 billion, and 37% of buyers purchased from international brands or merchants.

According to a Forbes survey of a thousand Chinese consumers conducted in October 2017 96% of shoppers plan to shop on Alibaba's Tmall or Taobao.

ANH is delighted to advise that ANH's Tomato Infusion Daily Face Cream has been added to the Tmall Global "Must Buy" product list.

In preparation for Singles Day, Shanan Birkin and her team have implemented a comprehensive promotional and advertising campaign including;

- Live video endorsements from high visibility Weibo bloggers and Daigou's on WeChat.
To view an example, visit <https://www.youtube.com/watch?v=ntyG8c9o80E&feature=youtu.be>
- Singles Day advertising to further enhance presence on key e-commerce sites.



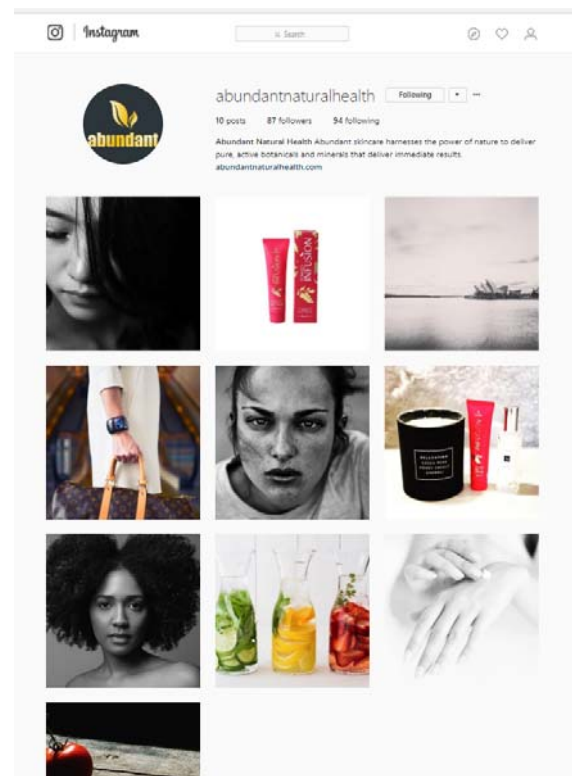
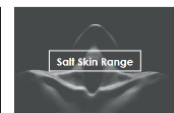
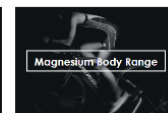
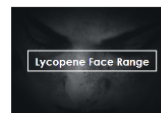
“Only days away from Double 11, our live face cream shows have already had twenty million views,” ANH CEO Shanan Birkin said. “We have stock lined up and are quietly confident of achieving strong online sales this weekend.

“Of course, this exposure adds to our general consumer profile, and is supported by our new dedicated consumer website www.abundantnaturalhealth.com, and by our Facebook networking and Instagram campaigns. ANH continues to add to the necessary “building blocks” to develop a global brand of 100% natural skin care products. ANH is advanced in planning additional skin care ranges to be announced in late November coinciding with their launch.

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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.