



abundantproduce

PLANT BREEDING – I.P. DEVELOPMENT

INVESTOR PRESENTATION

ANNUAL GENERAL MEETING 2017

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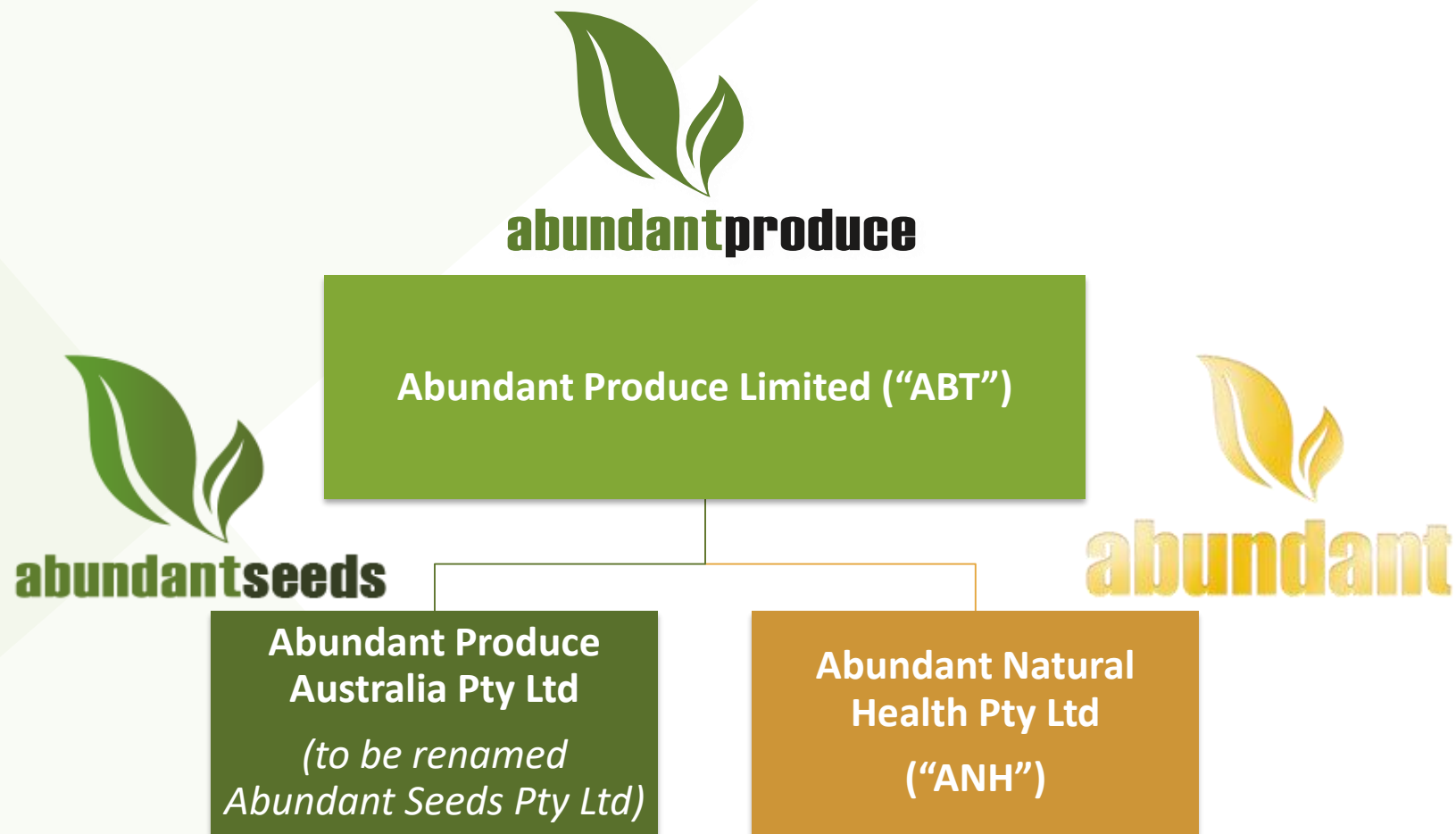
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Shares on issue
Market Capitalisation
Strong Cash Position

54.7 million
(@ 55c) \$30.1 million
+\$ 4 million

PLANT IP TECHNOLOGIST

Abundant breeds vegetable varieties for the food and nutraceutical industries

Both are **science based**, **plant derived**, and serve **global markets** offering high growth driven by population growth, Asia's expanding middle class and consumer concerns about the toxicity of chemicals used in food and cosmetics production.

ANH sits at the nexus of a unique collaboration between two of Australia's senior research institutions

At USYD, we develop vegetable varieties high in sought after botanical ingredients. At UNSW we develop the best method of extracting the active ingredients from the plants without damaging the delicate structures that make them effective.

UNSW undertakes chemical analyses of our extracts, **feeding insights back into the breeding program, providing a multiplier effect and expanding our IP generation.**



FUTURE IP

While dedicated management teams focus on driving Abundant Seeds and Abundant Natural Health sales, Abundant Produce continues to pursue the opportunities for innovation generated by our research nexus.

In addition to growing plants high in active botanical ingredients for ANH products, **Abundant Produce is exploring the development of 'high active' varieties for seed sales for the food market.**

Possible future products include;

High lycopene tomatoes

High {confidential} eggplants

This initiative taps into the **growing awareness worldwide that many of the advancements and efficiencies made in breeding and growing food over recent decades have come at the cost of nutritional value.**



ABUNDANT SEEDS MANAGEMENT AND FACILITIES

Completion of an additional three thousand square metres of greenhouse

- near **tripling of total breeding space** from 1,730m² to 4,740m²
- completion of **climate control** and **fertigation** systems
- substantial **acceleration of our research** capacity
- dedicated greenhouse for **in-house variety trials**

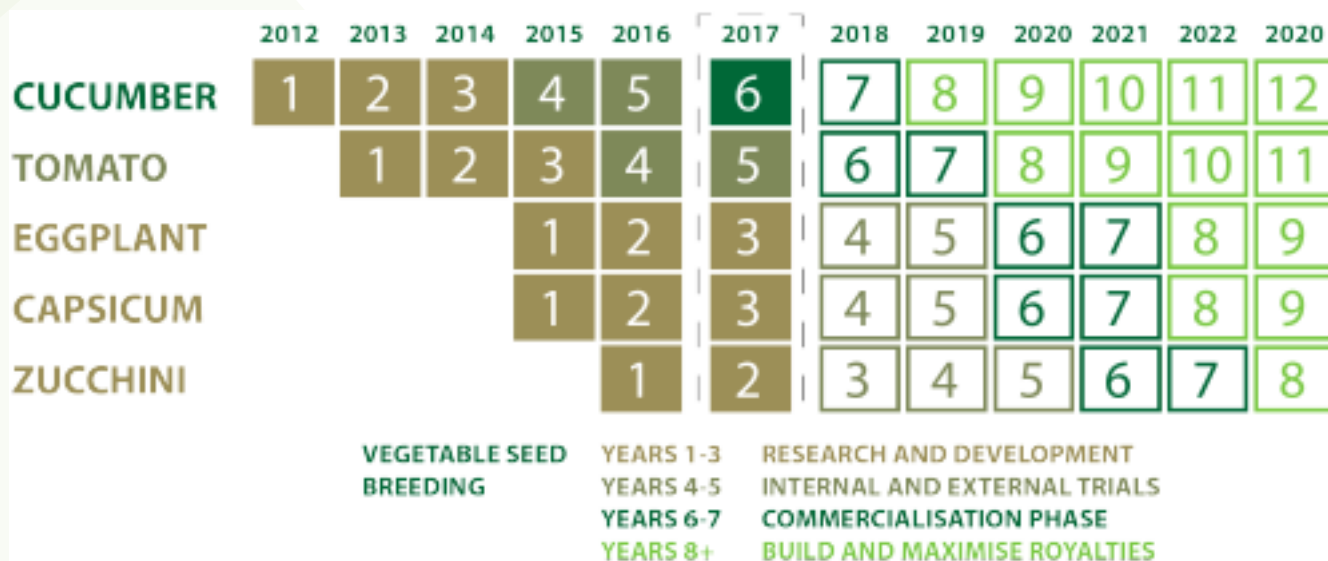
The expanded team: breeding and sales

- **Dr. Nabil Ahmad's breeding team now stands at 5 people.** Together they have bred a portfolio 5 vegetables lines, with cucumbers involving over 25 different commercial hybrids and between 600-1,000 inbred lines: **around 5,000 plant lines available for commercialization over the next 7-10 years.**
- **Sarah Pearson, Operations and Sales Manager,** joins us from the cotton seed industry where she was responsible for logistics and sales of seeds in excess of \$10 million per annum.

ABUNDANT SEEDS PORTFOLIO

Streamlining and accelerating the breeding program

- Double haploid programs: **speeds up the breeding cycle** from 3-4 years to as little as 12 months.
- DNA trait analysis, particularly for disease packaging and marker assisted breeding, allows us to **identify desired traits without needing to grow the plants** for phenotype analysis
- Seed production outsourced to Chilean producers, allowing ABT facilities to be **dedicated to research and trials**.



ABUNDANT SEEDS SALES AND DISTRIBUTION

Commercialization and Co-Hybrid Agreement with a global market leader

- Covers hybrid seed production, marketing, sales and distribution.
- Includes initial nominated cucumber varieties and provides a framework for distributing other cucumber and tomato varieties.
- Co hybrid tomato project well underway and caters for the introduction of other vegetables over time.
- **Facilitates a more interactive relationship between Abundant and the distributor, combining the intellectual property of the two companies.**

International and Australian sales and distribution program

In addition to the major distributor above, Sarah Pearson's program is putting in place;

- **3 to 4 small to medium sized distributors for international sales** of varieties not covered by the above agreement, with an initial focus on the U.S. and the Middle East.
- **2 medium sized distributors and large marketing company to cover all varieties in the Australian market.**

ABUNDANT SEEDS BREEDING PROGRAM EXPANSION

Breeding finished F1 hybrids for seed sales to food growers

+

Breeding double haploid plants to speed development + supply IP for combining with that of one of the world's largest distributors

+

Breeding and growing 'high active' plants for ANH

+

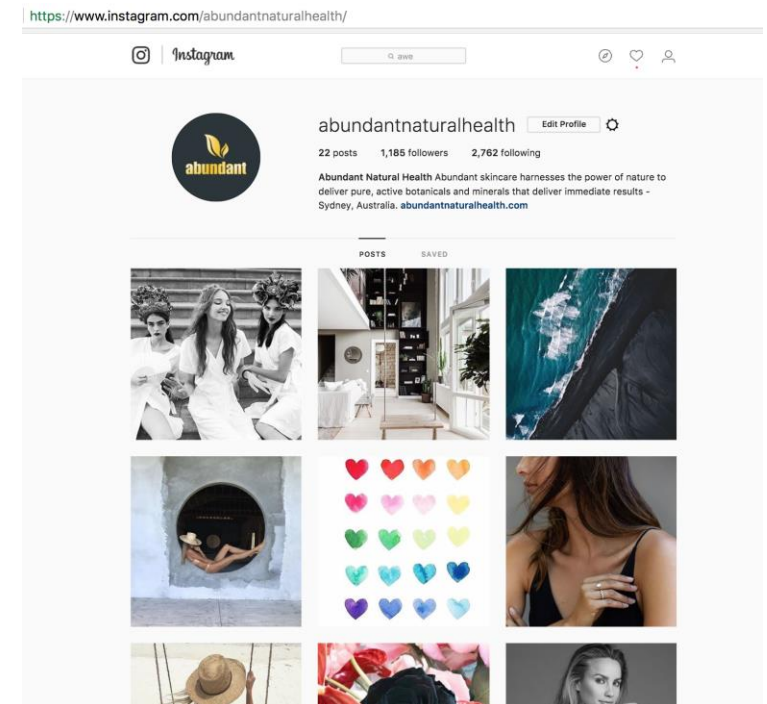
Breeding 'high active' plants for seed sales to food growers

ANH - LEVERAGING ABT'S RESOURCE BASE TO DIVERSIFY REVENUES

A growing awareness of the effectiveness of natural ingredients is making natural products the **fastest growing segment of the personal care market**.

Abundant Natural Health (ANH) is responding to this demand by driving a collaboration between two of Australia's senior research institutes to produce the **highest quality, scientifically validated, nutraceutical products**.

ANH offers a **unique mix of new exciting products** for all parts of the body.



THE ANH 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 Diagon 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.



Claire Woods
Marketing Manager

Claire brings more than 25 years of experience in marketing and communications to her role as Marketing Director at Abundant Produce Australia. Claire's primary focus is to increase brand awareness to help drive business results in the Australian market and globally. Her career includes work in the U.K, U.A.E and Australia. Commencing with Initiative Media in London and Saatchi & Saatchi in Dubai, Claire moved into large Australian organisations including Optus and AMP. Claire is a Certified Practising Marketer recognised by the Australian Marketing Institute.



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.

PRODUCTION & LOGISTICS

- Product on Woolworths Chinese Tmall Flagship Stores via Woolworths DC operations.
- PCA Express engaged for international/domestic logistics based in Sydney to handle all logistics through their warehouse.
- Current inventory on hand > A\$450,000 Tomato Infusion Lycopene Active Daily Face Cream.
- Supported by world class research program (UNSW) – 5 year contract for new product ranges. Government funded Tech and Innovation vouchers and R&D 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 through Quadpack based in Melbourne.

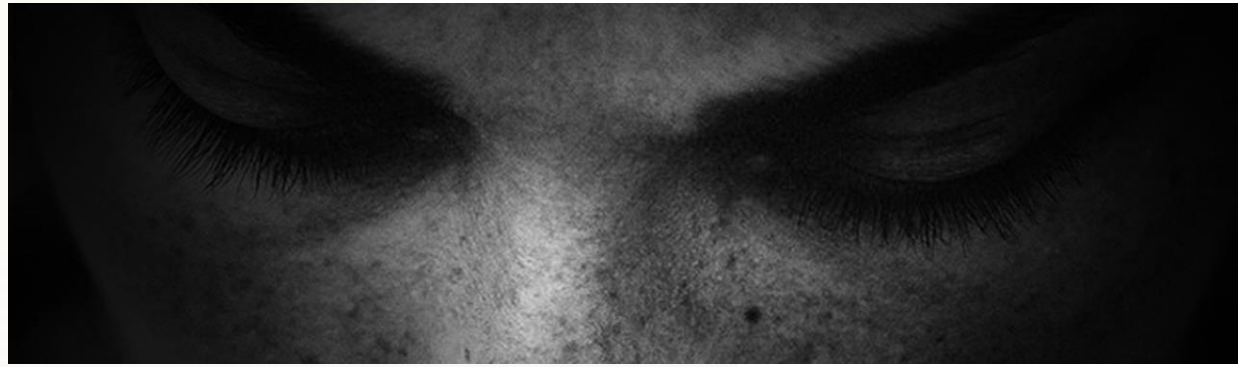
TOMATO INFUSION LYCOPENE ACTIVE DAILY FACE CREAM

Our foundational product... why lycopene?

- Lycopene is responsible for the red colour of tomatoes. It is a potent antioxidant, proven to improve the firmness and texture of human skin.
- Clinical research indicates that skin antioxidant levels can be doubled by topical application:
 - Defends against oxidative stress caused by physiological ageing.
 - Hydrates and nourishes to enhance the skin's natural elasticity.
 - Lightens skin blemishes caused by dryness and ageing.



FACE RANGE



Mg BODY RANGE



SALT SKIN RANGE



PRODUCT TIMELINE



Product	2017						2018 (est. new 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			■	■	■	■												
Eye Serum 10ml			■	■	■	■												
Soothing Salt Gel 150ml			■	■	■	■												
Mag Sports Spray 80ml			■	■	■	■												
Mag Aching Gel 90ml			■	■	■	■												
2nd Production Face Cream 50ml						■	■	■	■	■								
Future Products								■			■		■		■		■	

CHINESE MARKET

Current State of Play

- **Trademark “Abundant” registered in China** July 2017 - allows sale of product both online channels and bricks & mortar through online distributors (CIQ).
- **Woolworths Tmall Flagship Stores** - Product listed 25 September 2017.
- **Diagou channels** in Australia exploiting existing relationships to ensure loyalty to introduced product.
- **Total Chinese sales to date: \$120,000**



CHINESE MARKET DEVELOPMENT

Work in Progress

- Building brand awareness through marketing activities:
 - Weibo stars engaged lead up to Double 11 (20 million viewers).
 - Negotiating engagement of female movie star for product endorsement (1-2yr engagement)
- Invitations to other sales platforms due to Double 11 exposure – Agreements being negotiated – JD.com, VIP.com and Taobao (all platforms similar to eBay/amazon).
- ANH prepared for Christmas and Chinese New Year sales.
- Commenced application for Chinese Federal Drug and Administration (CFDA). This registration is important when selling product direct to department and pharmaceutical stores.

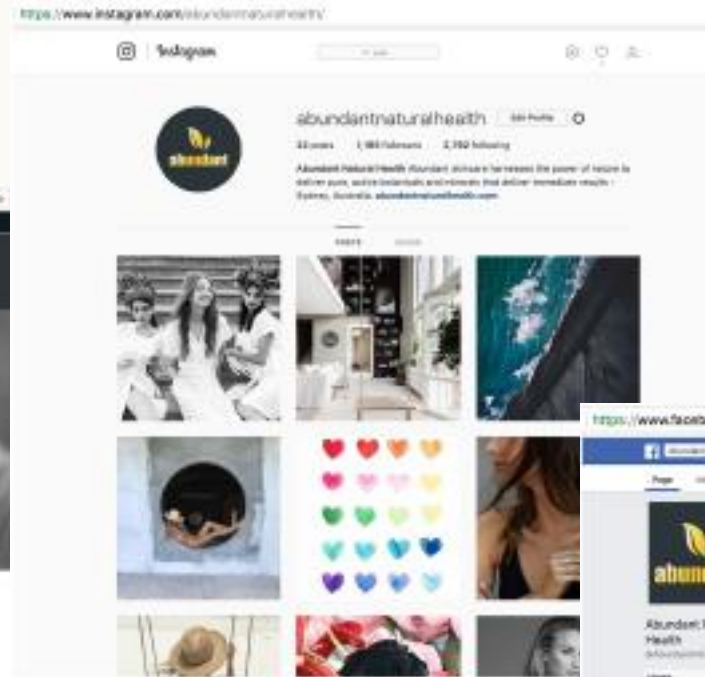


THE BRAND



Brand Positioning *Greenhouse to Gorgeous*

Abundant harnesses the power of nature and science in a way that's never been seen before to produce proven, pure, active botanicals and minerals that deliver immediate results.



Visual Identity

Exclusive
Cutting Edge
Real
Luxe

Voice Identity

Professional / Informed / Accessible / Intelligent
humour



CURRENT BRAND STRATEGY



- Paid and Organic growth
- Followers, 94 to 1180 in 3 weeks
- Regram images
- Trending Hashtags
- Follow and Like brands and influencers
- On-brand beautiful imagery according to target audience interests.



- Organic growth
- Paid post boosts
- Paid advertising
- Engaging content according to target audience interests.
- The 'real Abundant'
- Reviews



- Engage
- Enlighten
- Educate
- Entertain

IN THE PIPELINE



**Editorial
/Advertising** in
online and offline
publications



Influencers
Vloggers and
Bloggers



Paid Search

Drive traffic to
website through paid
key search words



MailChimp

Email campaigns

- Integration with website
- Abandoned Carts
- Subscription
- Loyal Customers



Partner/Sponsor

Opportunities to
partner or sponsor
with relevant
organisations.
Leverage network
and following.

BUSINESS PARTNERS – “TRUST IS EARNED 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.



ABUNDANT PRODUCE

Relentlessly seeking the highest value-add opportunities and outsourcing commodity production to maximise margins and shareholder value.



Tony Crimmins

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