

## Abundant Natural Health Double 11 Results and Market Update

**ASX Announcement**  
**29 November 2017**

### Highlights

- **Double 11 distributor sales exceed \$60,000**
- **Over 4 million Singles Day hits, delivering significant brand awareness**
- **Commercial discussions underway with two leading Chinese e-commerce sites**
- **More than tenfold increase in social media followers**

The Board of Abundant Produce is pleased to report that Singles Day promotions of Lycopene Active Face Cream resulted in distributor sales of just over \$60,000 (\$40,000 of which was presold to the distributor in October with a \$20,000 top up following Singles Day) and 4.35 million visits to the ANH listing on Woolworths Tmall site.

“The traffic to Woolworths Tmall site was surprisingly strong for a single SKU that had only been launched 45 days prior on Tmall,” ANH CEO Shanan Birkin said. “We are delighted at the interest which demonstrates the brand strength of 100% natural, ethically sourced, Australian made products backed by a proud collaboration between two of Australia’s senior research universities.”

December quarter sales continue to build. “Total sales to date exceed \$120,000, which is about a quarter of our initial production run,” Ms Birkin said. “More importantly, our brand presence is growing, paving the way for the new product lines currently in development. Chinese distributors have taken notice and we are currently negotiating expanded distribution partnerships with leading e-commerce sites. This complements our drive to place product into leading Australian retail chains, the new e-commerce website and our activities with Australian Diagou groups.

### Ongoing Brand Awareness

Accessing decades of plant breeding expertise in collaboration with Sydney University, Abundant is developing unique extracts for a range of natural skin care products that brings together the best of science and nature - and placing this message front and centre in the minds of consumers requires a significant marketing commitment.

Claire Woods, ANH’s new Marketing Manager is implementing a five-channel strategy:

1. Facebook
2. Instagram
3. Bloggers/Vloggers
4. Recognisable Endorsers
5. Software bots to ensure our name comes up again and again



The key priority for the Australian market in 2017, and through 2018, is to position and grow the ANH brand in the high-end, 'luxé skincare' category, ultimately driving sales both here and overseas.

We are focussing primarily on an online strategy based on engaging content including blogs, imagery and video to showcase and grow the brand. Content is shared via Instagram, Facebook and ANH's blog, as well as partnering with Blogger and Vlogger influencers with mass followings. Pleasingly, recent promotional efforts have driven our Instagram follower numbers from 90 to over 1,200. This activity is driving traffic to our new ecommerce website (launched October 31<sup>st</sup>) which provides a sales platform. Google Adwords, loyalty email campaigns and abandoned cart campaigns complement this strategy. Website sales are steadily increasing, with Facebook bringing in the majority of buyers to date.

Offline channels include partner and sponsorship opportunities with relevant bodies such as cancer and skin organisations, and we are exploring editorial opportunities across beauty, business and science publications - all of which tie in to the ANH story.



### Scientific Acknowledgement

Recent promotion by the UNSW at their annual Innovation Summit, held this year at the Westin Hotel in Sydney, provided exposure to Abundant's strong links to Australian science. The exhibition showcased 40 cutting-edge technologies and recognised ANH's contribution to research, working with eminent scientists from UNSW.

Ref <http://www.innovationsummit2016.unsw.edu.au/>

### Increasing our Product Skews

At the moment, a single product is available for sale, but this is only the first in a suite of *Lycopene active* face products. New products will address the lips and eyes, providing a complete facial treatment.

Broadening the brand and approaching a wider market, we are developing a range of high Magnesium products offering relief for aching muscles and aiding endurance sports recovery. ANH is also targeting the highly profitable psoriasis and eczema market with a further skin care range.

More announcements are pending regarding ANH's natural skin care range.



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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.