



Abundant Natural Health Making Great Progress in China

ASX Announcement

26 April 2018

Highlights

- **All six SKUs of Abundant Natural Health Pty Ltd's superior ActiveLyco™ infused face products and magnesium body and salt skin ranges accepted by JD Global.**
- **ANH to exhibit at China International Import Expo in Shanghai in November 2018.**

Abundant Natural Health Pty Ltd (ANH)

We are pleased to announce that JD Global has approved the sale of ANH's range of ActiveLyco™ infused face products and magnesium enriched nutraceuticals to Chinese consumers on JD Global's cross border platform, JD.hk.

JD Global is China's largest online retailer and its biggest overall retailer as well as the country's biggest internet company by revenue. It has approximately 293 million annual active customers, an unrivalled nationwide fulfilment network with 486 warehouses and net revenue of US\$55.7 billion in 2017.

ANH's CEO, Mrs Shanan Birkin commented that, "We have worked tirelessly for this approval, particularly around the marketing and re-focusing of our products, which has been paramount in launching the products into this circle. Together with Shanghai Dragon Corporation's (SDC) retail shop presence, we anticipate a notable lift to brand profile and sales."

"ANH's products are sourced and made in Australia commencing in our own greenhouses at Sydney University's campus at Cobbitty in NSW. It is all about the science of natural active ingredients, with provenance a vital element to our Chinese customers," added Mrs Birkin.

JD Global's approval is part of the recently announced International Supply Agreement between ANH and Jatenergy Limited (JAT) combined with JAT's Cooperation Letter of Intent with SDC, under which JAT and SDC agreed to work together to bring Australian products to Chinese consumers.

China International Import Expo (CIIE)

In May 2017, the Chinese President Xi Jinping announced the first ever China International Import Exhibition (CIIE) in Shanghai in November 2018. CIIE is designed to introduce imported products to Chinese buyers and distributors. This history-changing event signals strong Chinese government support for trade liberalisation and actively opens the Chinese market to the world.

ANH has committed to a stand at CIIE to promote itself as Australian from “Greenhouse to Gorgeous”. This invaluable exposure will provide a platform to an estimated 500,000 plus visitors from China and around the world, including 150,000 domestic and foreign professional purchasers for private companies, state enterprises and provincial and municipal governments.

Group CEO, Mr Tony Crimmins said, “We will have the opportunity to demonstrate our commitment to China by showcasing ANH and its natural products and reinforcing our active participation in China’s growth. It is an important forum not only to build ANH’s brand and market its product range but it also allows us to meet other likeminded investor groups that are seeking Australian investment and joint venture possibilities.”

CIIE has 180,000 sqm of exhibition space allocated to products including: food and agricultural products, consumer electronics and home appliances, apparel, fashion and daily consumer goods, medical devices and equipment, high-end intelligent equipment and automotive products. A further 30,000 sqm has been dedicated to services including: tourism, business services, education and creative design.

Gidget Foundation Australia

This year, we are proud to support the Gidget Foundation Australia’s marquee event – the Annual Gidget Ladies’ Lunch – which is being held in conjunction with media partner, Vogue Australia, in Sydney on Friday, 4 May 2018.

Gidget Foundation Australia is a not for profit organisation supporting the emotional wellbeing of expectant and new parents to ensure that those in need receive timely, appropriate and supportive care.

This sold-out event will commemorate two very special days either side of the lunch – World Maternal Mental Health Day on Wednesday, 2 May and Mother’s Day on Sunday, 10 May.

Mrs Birkin said, “We have donated our beautiful ActiveLycos™ infused face cream for each of the 1,500 attendees as a small gift to treat these wonderful ladies as well as two raffle prizes on the day. Our purpose is to help bring awareness and support to this important cause, with nearly one in five mothers and one in 10 fathers experiencing perinatal depression and anxiety, which is often hidden and not fully understood.”

Mr Crimmins commented that, “At Abundant Produce, we believe in making a positive contribution to our community and ultimately to all of our stakeholders. We have a strong values-based approach to our business and understand the importance of leading by example in our social corporate responsibilities.”

If you would like to donate to the Gidget Foundation Australia, please visit:

www.gidgetfoundation.org.au/donate/

For more information, please contact:

Jayne Gerrie, Investor Relations Officer

Abundant Produce Limited

+61 2 475 148 018

admin@abundantproduce.com



About Abundant Produce Limited

Abundant Produce Limited (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.