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## ASX ANNOUNCEMENT

2<sup>nd</sup> May 2018

### Business Update

- **Golden Koala participates in signing ceremony for the inaugural China International Import Expo**
- **Chinese television interview and news coverage**
- **Golden Koala introduced to major buyers: distributors and retail chains**

On 28 February 2018, JAT announced to the ASX that it would create a high visibility presence for Golden Koala's range of milk products at the China International Import Expo (Expo), to be held in Shanghai in November, 2018.

Over a thousand companies from more than a hundred countries have confirmed their attendance at the Expo and a select group were invited to a signing ceremony. On Saturday 28<sup>th</sup> April, Golden Koala joined 25 Expo exhibitors, most of which were Fortune 500 companies, at a signing ceremony. Golden Koala was one of only two food companies attending, the other of which is a Chinese brand.





JAT Director, Wilton Yao was interviewed by major news outlets and featured on Chinese television, providing a valuable boost to Golden Koala's profile and brand presence.



This media exposure included the Xinhua News Agency, China Central TV Station, China News, International Channel Shanghai and eastday.com.

In addition to the exhibitors, representatives from forty-seven major buyer groups attended the ceremony, and Golden Koala had the opportunity to meet distributors and supermarket chain buyers.

"This was a very successful event for us," JAT Director Wilton Yao said. "We sat alongside companies like Honeywell, Philips, Fiat Chrysler, and Bosch, were interviewed by the biggest Chinese media outlets, and were introduced to state-owned enterprises and other large-scale domestic buyers. The timing is perfect as we prepare our PR and marketing campaigns to re-launch the Golden Koala brand with a new range of products."

Anthony Crimmins  
Executive Chairman

