

Abundant Appoints New Director

ASX Announcement

24 May 2018

Abundant Produce Limited (ABT)

New Board Member Appointed

ABT is delighted to announce the appointment of new Board member, Ms Seona Wallace.

Having established a dynamic presence and highly regarded profile over the past 20 years within the global skincare and pharmaceutical industry and as a Board Member of the Australian Self Medication Industry (ASMI), the appointment of Ms Wallace adds a new dimension to the business. She also brings a broader range of perspectives to the table and increases gender balance and diversity.

Ms Wallace built her career and industry experience working in senior commercial roles with multinational pharmaceutical companies including Sanofi and Boehringer Ingelheim. Ms Wallace has been Managing Director of leading healthcare group HealthOne since April 2015.

With her innovative and enormously successful marketing approach seeing her emerge as an industry leader in the fields of strategy, new product launches and go-to-market planning, ABT is poised for growth and heightened market presence under Ms Wallace's directorship.

ABT CEO, Tony Crimmins, said, "We will benefit greatly from Seona's appointment to the Board, particularly with her exceptional, results driven track record and her comprehensive and complementary experience across the nutraceutical and skincare areas."

He added, "As Managing Director, Seona has helped to position HealthOne as the fastest growing commercial healthcare partner in Australia. Through our sales, marketing and distribution agreement with HealthOne, we are establishing a foothold in the pharmacy channel with impressive potential for further growth."

As a research focused company, we will benefit from Ms Wallace's extensive experience in this area by gaining input at the early product development stage and translating it into a commercial proposition with the introduction of innovative products and sales strategies to ensure optimum results for ABT.

"I am thrilled to be joining Abundant at such an exciting time in product development. Launching to consumers in Australia is a huge opportunity to take Abundant to the next level and establish itself as a brand of choice in the pharmacy channel," Ms Wallace said.

Appointment of NWR Communications

We have appointed Investor and Media Relations firm, NWR Communications, to assist in building our brand and keeping our investors updated on our company's journey.

Senior Account Manager, Tim Dohrmann, and Director – Media Relations, Warwick Lace, of NWR will work with our team to increase ABT's profile among key stakeholders and enhance our reputation as an agricultural IP and nutraceutical business with a clear vision for growth.

Having worked previously with NWR, we are confident that they have the experience and talent to successfully undertake this important role.

For further press information, please contact:

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About Abundant Produce Limited

Abundant Produce Limited (ASX: ABT) develops agricultural intellectual property, creating superior seeds and 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.