

ANH expands e-commerce presence, securing two new platforms in China

ASX Announcement

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Highlights

- **Abundant Produce's wholly-owned subsidiary Abundant Natural Health ("ANH") has secured an agreement to range its products on two additional e-commerce platforms, Xiaohongshu ("Little Red Book") and NetEase Kaola ("Kaola")**
- **Hong Kong-based Fohun International Limited, a specialist in marketing and managing Western FMCG brands in China, is representing ANH in its agreements with the two platforms**
- **Agreement with Fohun to expand onto these platforms follows the recent announcement and upcoming launch of ANH's online store on e-commerce giant JD Global's platform**
- **ANH to sell its full product range of branded nutraceuticals and cosmetics through both platforms, with launch on Little Red Book and Kaola stores targeted within 3 months**

Abundant Natural Health Pty Ltd (ANH)

Plant intellectual property developer Abundant Product Ltd (ASX: ABT, "Abundant" or "the Company") is pleased to announce it has signed an agreement with Hong Kong-based Fohun International Limited ("Fohun") to represent its subsidiary Abundant Natural Health ("ANH") on e-commerce platforms Xiaohongshu ("Little Red Book") and NetEase Kaola ("Kaola").

The agreement with Fohun to represent ANH on these platforms follows ABT's agreement with Hui Yi (Beijing) International Trade Co., announced in early July, Ltd to manage ANH's online shop on the Chinese e-commerce giant JD Global's online platform, JD.com.

The agreement will see Fohun responsible for operating an ANH flagship store until 2020 to directly sell ANH products to Little Red Book and Kaola. Products ranged in the store and marketed to Chinese customers will include ANH's full range of ActiveLyco infused face products, magnesium-enriched nutraceutical and salt skin cleansing gels. Fohun will create a store service team and be responsible for store licencing, maintaining and promoting the store.

Backed by Alibaba, Little Red Book is a social media e-commerce shopping app based in Shanghai, targeting 18-to-35-year-old Chinese urban females. Users share shopping tips, swap fashion ideas and buy luxury,

fashion and beauty products from overseas. Founded in 2013, it has grown rapidly, with an estimated 30 million monthly active users in June 2018.

Kaola, a subsidiary of NetEase Inc., launched in early 2015 and has grown to become a leading comprehensive e-commerce platform mainly focusing on cross-border business. Kaola is the key strategic project for NetEase and has become the largest cross border e-commerce platform in China. It aims to provide Chinese consumers with high-quality products, competitive prices and quality after-sales service.

Fohun is a marketing and management company based in Hong Kong that sources products targeted to Chinese mothers and babies, creating partnerships with well-known brands including Kérastase Paris and Australia's Aptamil and Nature's Way, representing them to customers in China.

Abundant Natural Health CEO, Shanan Birkin, said:

"We are really excited to be working with Fohun International to extend our reach onto these two platforms, Little Red Book and Kaola, which will help ANH further grow its brand in China.

"Taking our products onto these two growing platforms will ideally complement our upcoming launch and presence on the JD Global platform in markets that are perfectly suited to our products."

ANH's flagship stores on Little Red Book and Kaola platforms are expected to launch within this financial quarter subject to the finalisation of the marketing implementation plan.

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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.