



# Zoono Group Limited AGM Presentation

Paul Hyslop  
Managing Director/CEO  
October 10 2018

# Current Shareholding Structure

(Top 10 Shareholders):

- Paul Hyslop and Margaret Morgan 51.3%
- Eelco Wiersma 5.2%
- J P Morgan Nominees 3.5%
- JB Advisory Pty LTD 1.8%
- Lew MacKinnon 0.9%
- National Nominees Limited 0.8%
- HSBC Custody Nominees LTD 0.6%
- Forsyth Barr Custodians LTD 0.6%
- Nolene Ramsay 0.6%
- Oracle Securities Pty LTD 0.6%

# Cash on Hand (NZD)

- At Y/E 30 June 2018: \$6.096M cash on hand
  - Total Assets: \$7.3M
  - Total Liabilities: \$1.068M (includes Deferred Income of \$0.4M)
  - Total Equity: \$6.3M (86% of Total Assets)
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- NB: Please refer to 30 June 2018 Annual Report for further details





## Revenues & Other Income & Profit Reported (NZD)

- \$3.4 million 12 months to 30 June 2018 (up \$2.59 million from 30 June 2017)
- \$70,020 profit 12 months to 30 June 2018 (up \$4.044 million from 30 June 2017)



# GLOBAL UPDATE



# UNITED KINGDOM

- UK operation set up in Bury St Edmunds, Suffolk
- Four staff hired including two sales reps for the UK and Europe. This operation to become the EU Hub
- Warehouse and Office space leased



# UNITED KINGDOM

- Stock on hand of NZD\$245,000, approvals in place for UK and EU
- Several large key customers in negotiation
- Made sales in first month of operation
- Website launching this month with a 60,000 affiliate programme



# MIDDLE EAST & INDIA

- Saudi Arabia – First order delivered, exhibiting in the KSA Infection Control Trade Show in October
- India – main distributor up and running, supplied stock already and approvals all through
- Negotiations continue with 2 new groups re a distribution agreement with entire MENA District



# JAPAN

- Two main customers, both large Multi nationals, initially we have launched into the textile market. Finished product already in 3,000 Shimamura stores
- Both of these companies are blue chip and should generate solid revenues in the coming years
- Interest developing in our new retail range

# CHINA

- RBCGO deal disappointing
- Taken back 50% of the stock
- Will still get our share of sales over the balance
- New initiatives underway B2B and B2C
- Products still for sale on TMall etc.

# ZOONO CANADA

- Approvals now in place, first significant shipment sent, approx. 30,000 bottles
- Strong interest from dental, beauty, and cosmetics distributors
- Commercial interest from Coast Guard and Off Shore Rig Groups

# SOUTH KOREA

- Regular sales going into Korea, now been adopted by 2 large hospital groups, South Korean Government purchasing Mini Foggers for medical centres
- Government Laboratories tested our products on Influenza A Virus, out to 5 weeks, great results
- Significant business in pipeline
- Focus on Government contracts both open and closed bid
- Regulatory testing for the Germ Fogger with excellent interest

# NEW ZEALAND

- Two main Distributors - Clear Facilities and VIP Care
- Clear Facilities – have several Multi national companies buying our product and services, including Fonterra, Goodman Fielder, Tegel Chicken, via Clear Facilities who specialize in applying our product in Industry, with the focus on food manufacturing and processing
- Clear Facilities expanding into Australia
- VIP Care – Sell our products and services to approximately 400 childcare centres in New Zealand

# NEW ZEALAND

- Key customers also include the Judiciary, 14 Prisons and a large Military Base. Also targeting veterinary and Hospital markets



# ZOONO USA LLC

- Main customers are CVS Pharmacy with 8,000 plus stores where we have our GermFree24 hand sanitiser.
- CVS looking to take a further two products in the next few months.
- Amazon and e-Commerce orders increasing over same time last year with marketing supported by a social media strategy.
- Other major retail chains in negotiation.

# AUSTRALIA

- Several Distributors – WET and Clear Facilities, 2 new distributors recently joined in NSW and QLD
- Clear Facilities – making progress in Australia using the same business model as NZ
- WET – Perth based have some traction in particularly in Poultry ,Casino and some Childcare Care centres in WA
- Trade shows conducted with good success with another one being held shortly



# ZOONO<sup>®</sup>

CLEVER &  
TRUSTWORTHY  
AN INNOVATOR,  
A LEADER  
CONFIDENT &  
FRIENDLY.

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# MARKETING ACTIVITY

## + Influencer Marketing

Established long-term genuine relationships with relevant micro-influencers across Australia & New Zealand. Reach: 300,000

## + PR Activity

Hand Sanitiser, ZAM & Mould, Laundry Guard, Pink Release re Hand Foot & Mouth, Technology Releases around Outbreaks.

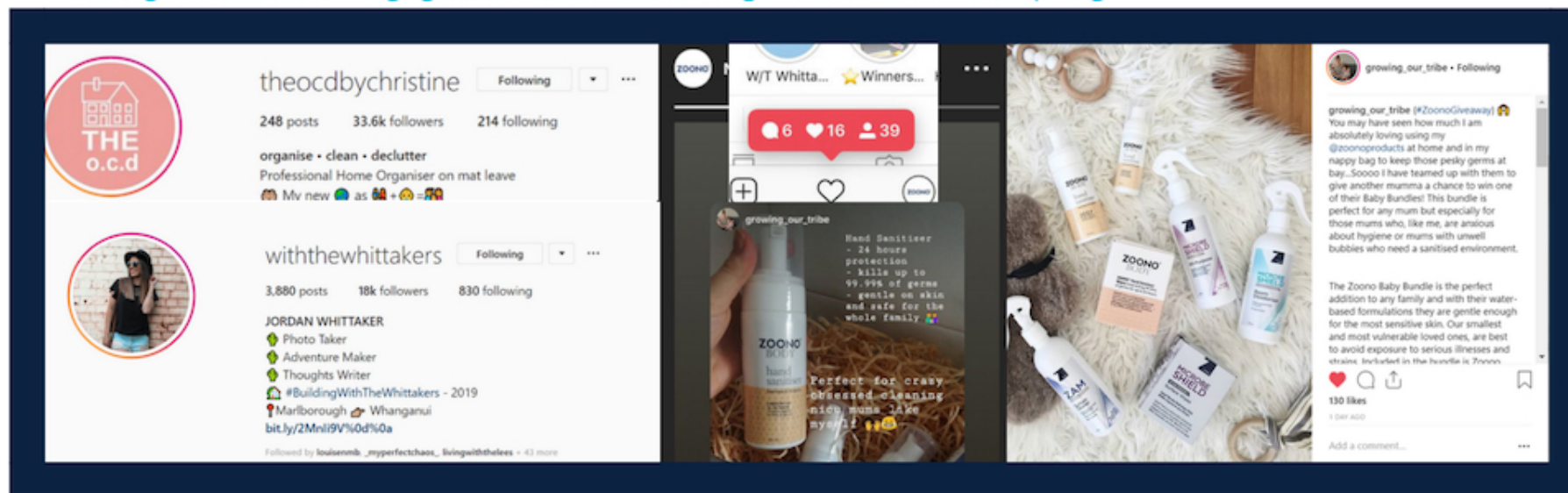
## + Paid Social & Digital Advertising

Objective: 1) Build brand awareness 2) Educate 3) Optimise conversion.

Facebook, Instagram, Google Ads, YouTube, Affiliate Programme

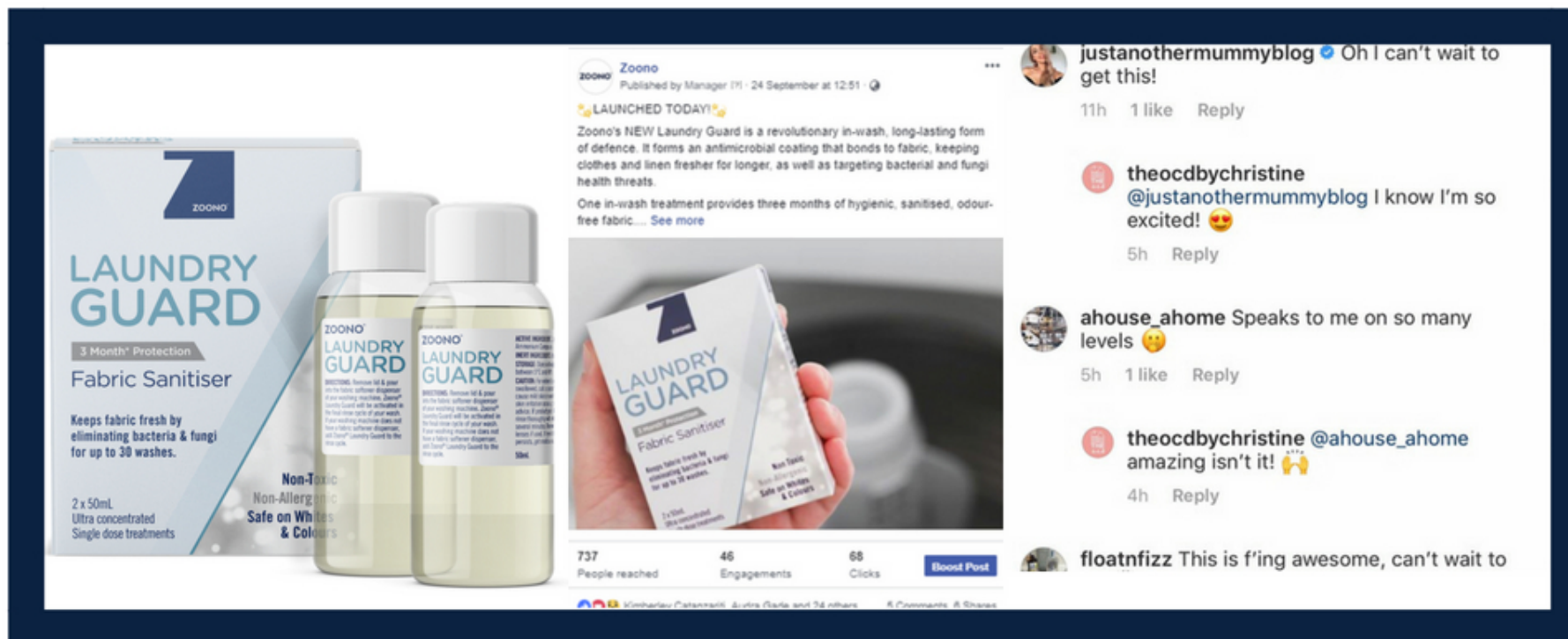
## + Experiential Marketing

Pushing trial, brand engagement and collecting feedback via sampling.



# PRODUCT LAUNCH

- + Successfully launched 24/10/18
- + PR Release
- + Positive support from influencer marketing campaign
- + Supported with social & digital advertising



The image displays the Zoono Laundry Guard product packaging, including a box and two bottles. The box is labeled 'LAUNDRY GUARD' and '3 Month\* Protection Fabric Sanitiser'. It also states 'Keeps fabric fresh by eliminating bacteria & fungi for up to 30 washes.' and '2 x 50mL Ultra concentrated Single dose treatments'. The bottles are labeled 'ZOOONO LAUNDRY GUARD' and 'Fabric Sanitiser'. The product is described as 'Non-Toxic Non-Allergenic Safe on Whites & Colours'.

The screenshot shows a social media post from Zoono, published on 24 September at 12:51. The post includes the text: 'LAUNCHED TODAY! 🎉 Zoono's NEW Laundry Guard is a revolutionary in-wash, long-lasting form of defence. It forms an antimicrobial coating that bonds to fabric, keeping clothes and linen fresher for longer, as well as targeting bacterial and fungi health threats. One in-wash treatment provides three months of hygienic, sanitised, odour-free fabric... See more'. The post has 737 people reached, 46 engagements, and 68 clicks. Comments from users like @justanothermummyblog, @theocdbychristine, @ahouse\_ahome, and @floatnfizz are visible, expressing excitement and interest in the product.

# NPD PIPELINE

Q3 19

- 24 Hours Wipes
- Baby Wipes



Q4 19

- New category extensions

- Baby Line Extensions
- Promotional Items

# NEW BUSINESS OPPORTUNITIES

- Major opportunity single use wipes
- Korea , significant Govt business
- New Distributors negotiations UAE/Iraq
- New Distributor negotiations Malaysia, Germany, Switzerland, Portugal, Indonesia, Singapore
- Global Deal under negotiation in the Automotive sector



# NEW BUSINESS OPPORTUNITIES

- Airline Trials Commencing Soon USA
- Trial underway with major US Airport
- Negotiations underway with Global Hygiene services company, UK based, initial discussions for rollout in UK and EU. Initially want Alcohol free hand sanitiser for their bathroom offering



# GENERAL

- Well functioning Board
- Agile and experienced management team.
- Global business
- Huge Growth sector – Long Lasting Anti-bacterial
- Zoono now approved as a focus 700 company with NZTE , significant business support available thru global network. Uk has been set up as an exporter significant support and grants available from UK Govt.





**Thank you !**