



ABUNDANT
PRODUCE

Annual General Meeting
20 November 2018

Abundant Produce is Australia's only listed developer of plant intellectual property.



“ We create shareholder value through a deep-rooted connection between our seeds and health businesses, and via their inherent sharing of innovation and IP to deliver multiple and diverse revenue streams. ”

Corporate Snapshot

Shares on issue 59,907,500

Share price (cl. 19.11.18) 22.5c

Market Capitalisation 13,479,188

Top 5 Shareholders

Anthony Crimmins 5,851,814 9.77%

Adam Hajek 5,583,829 9.32%

JP Morgan Noms 5,058,421 8.44%

EcoMag Ltd 5,000,000 8.35%

Graham Brown 3,516,622 5.87%

Board

Graham Brown Chairman

Stuart Richardson Non-Executive Director

Anthony Crimmins Managing Director

Management

Nick Falzon Chief Financial Officer & Company Secretary

Shanan Birkin Abundant Natural Health Chief Executive Officer

Sarah Pearson Abundant Seeds Sales & Operations Manager



2018 highlights and 2019 outlook




2018 highlights



Domestic sales are increasing, targeting high production areas in the Sydney, Coffs Harbour and Adelaide growing regions

-  The market for cucumber seed in Australia was 100% imported - **until now**.
Currently estimated at 21 million seeds annually, excluding mini varieties. Growers seek a point of difference which we deliver via higher yielding, temperature tolerant seeds.
-  Positive customer feedback across the seasons - Summer, Winter & Spring cucumbers.
-  Sydney growers are currently picking their second winter season crops (planted in September) and planting summer varieties.

Our tomato inbred hybrid program will mature in FY19/20

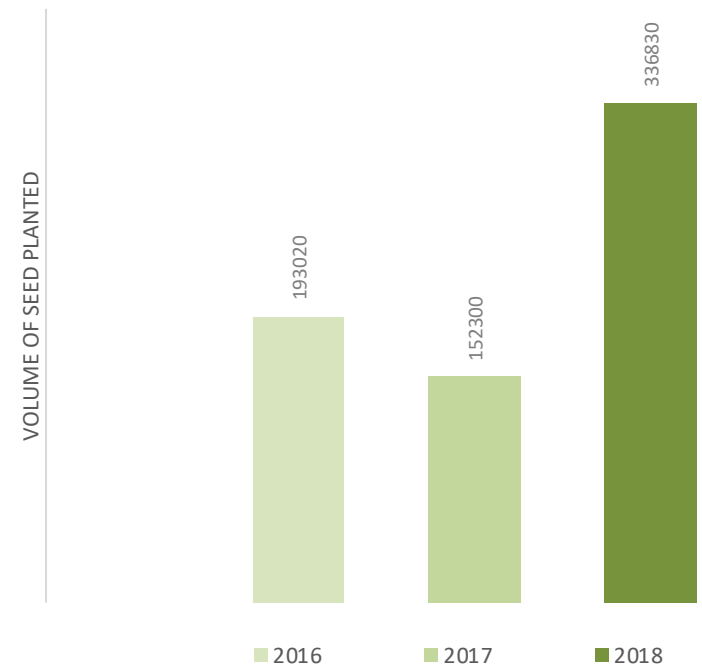
-  In Australia and internationally, the tomatoes are the largest of the vegetable seed markets. Our global distributor handles €80 million in tomato seed sales to Europe and Mexico alone.

Strategy - Domestic to International



- 2018 focus - selling seed for domestic vegetable production.
- Establishes Abundant Seed credibility - in preparation for directly approaching global growers.
- Success with Australian growers assists in creating brand presence and generating interest from domestic distributors and international companies.
- Abundant cucumbers have substantially out-performed leading international varieties.
- Repeat growing seasons in all growing regions
- Leads now extending to other regions such as VIC and QLD
- 121% YTD increase in sales of seed sold for production

SEEDS SOLD FOR PRODUCTION



Grower feedback #1

WINTER COFFS CUCUMBERS

GROWER: NSW - Low tech grower, sawdust single bags - approximately 7,000 plants per cycle.

EXPERIENCE: head to head comparison with the leading variety - 50/50 row split - identical growing conditions and management.

OUTCOME: "AS plants are healthier...next winter the full crop will be Abundant"



GROWER OBSERVATIONS

AS plants produced better quality fruit

- darker, more uniform colour
- smoother texture
- better shape with a more rounded stem end
- more uniform length

AS cold tolerance was dramatically better (in an area where cold strike losses of up to 40% have been experienced)

- minimal fruit cold strike
- no evidence of plant stress despite 2 degree temperatures as long as there was some warmer weather
- no fruit abortion
- consistent vine growth through cold periods

No sign of root disease in the AS Plants

- vigorous growth and fruit production in plants of the same age as competitor plants, some of which died

Grower feedback #2

SUMMER SYDNEY CUCUMBERS

GROWER: NSW - Low tech grower in large slab cocopeat bags - 6,800 plants per cycle.

EXPERIENCE: A full crop of Abundant cucumbers - planted late.

OUTCOME: "Will grow only Abundant cucumbers again next summer"



GROWER OBSERVATIONS

Able to pick for 14 weeks despite planting late

AS plants produce better quality fruit

- more uniform colour
- every box picked was first grade fruit

AS plants tolerated heat stress in an unseasonably hot summer

- no fruit abortion
- no signs of heat stress

Grower feedback #3

MINI CUCUMBERS

GROWER: SA - Low tech in the ground grower - growing year round - approximately 7,000 plants per cycle - grows and packs mini cucumbers for the Adelaide market.

EXPERIENCE: Now in the fourth year growing Abundant mini cucumbers - year round planting - comparison with previous variety

OUTCOME

“With the competition you might pick 5 fruits per node but only keep 3 that meet spec. With Abundant, you might only pick 3 but they all meet spec so you aren’t handling fruit you can’t sell.”



GROWER OBSERVATIONS

AS plants produced better quality fruit

- better colour
- better shape
- more uniformity

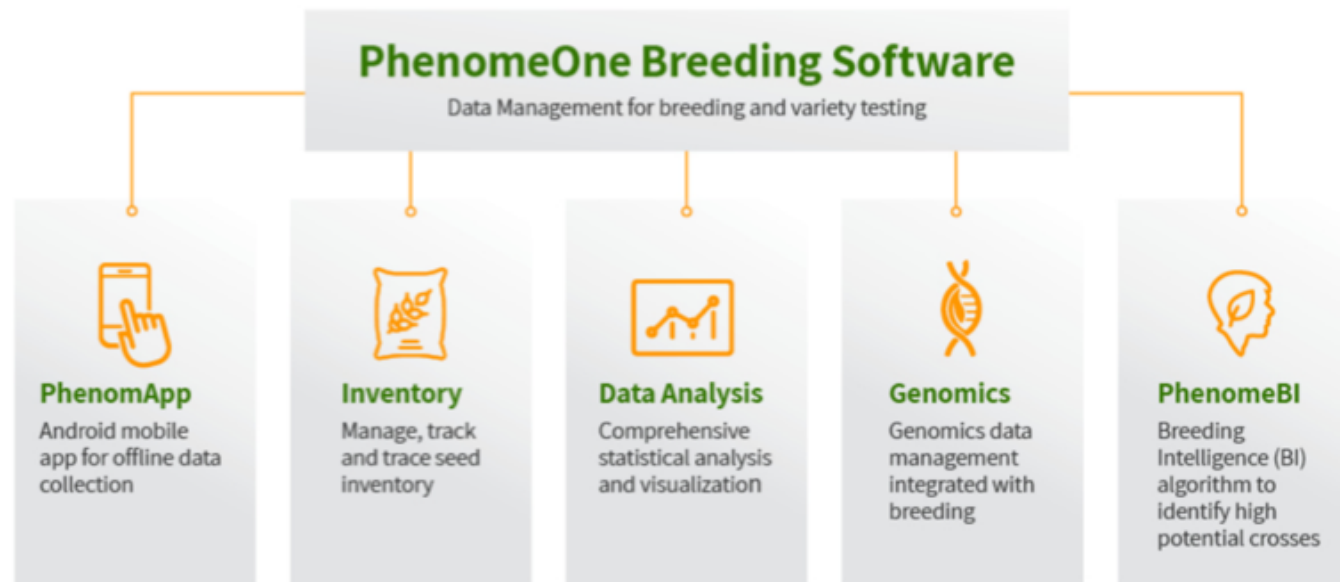
AS plants have more vigor

- sufficient vigor to train back down a second string and still pick fruit meeting spec






IP Analytics

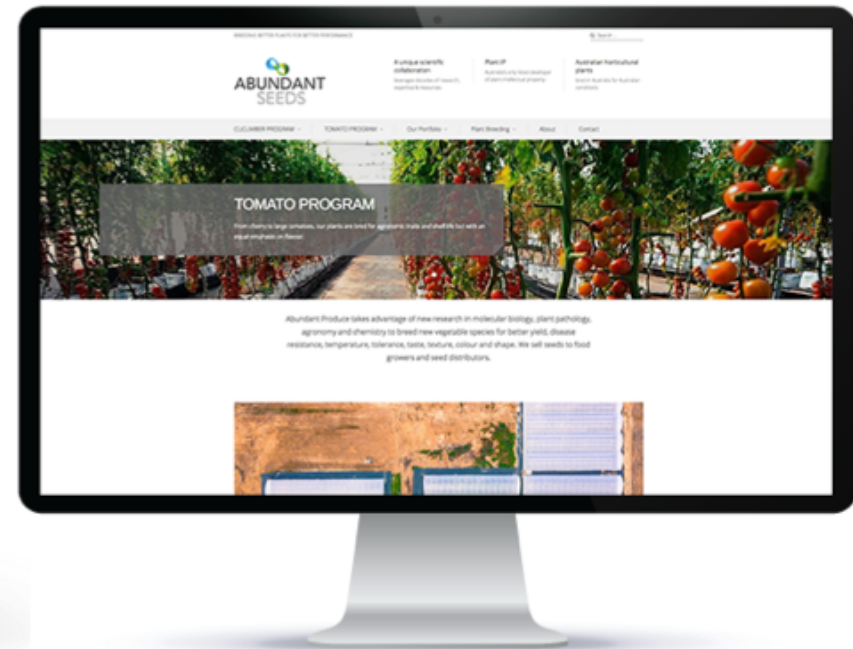
- Recently implemented the Phenome Networks software to manage data in our breeding programmes. (Cost to AS \$5,000/year - also used by Monsanto having transitioned from a multimillion dollar inhouse program.)
- Records seed movements, trial data and stock levels
- Tracks, traces and analyses parental lines.
- Supports all stages of the breeding process, from crossing to selections and evaluations.



Marketing & Industry Profile



-  Industry awareness - developing the brand
-  Marketing materials - packaging, grower guides, website, improved variety information.
-  Brand awareness - drive industry recognition as a supplier of product, (rather than just R&D) + clear separation from ANH brand.



Media attention

- Corporate and brand awareness - to drive seed sales and distributor/grower opportunities
- Global Seed websites - Good Fruits and Vegetables, SeedQuest, Hortidaily



GOOD FRUIT & VEGETABLES

The difference is Abundant

Australian horticultural growers who choose Abundant Seeds won't just be having cucumbers that have the ability to use Australia's growing conditions, they're growing them in a profitable and viable way.

What Australian Growers are saying about Abundant

"Will grow only Abundant cucumbers again next summer"
 "Abundant's plants are more suited to my growing environment"
 "Winter this fall crop will be Abundant"
 "Abundant's plants are healthier"

ABUNDANT SEEDS

Ready to plant this summer's crop and want better results like this?

Send a text to Abundant



planting of summer crops
"Australian growers worried about extended periods of high temperatures"

In 2018, Australian cucumber growers faced a challenging winter, dealing with extended cold periods, often with ice coating their greenhouses and losses of up to 40% of their crops due to cold strike (fruit scurfing). "Now they are planting summer crops and, with the Australian Bureau of Meteorology placing an 80% likelihood on hotter than average conditions (day and night) for November to January, heat stress is a major concern", the team with the Australian-based Abundant Seeds explains. "Plants subjected to extended periods of high temperatures, particularly when the thermometer doesn't give them a break overnight, become more susceptible to pest and disease outbreaks, and can react by aborting their fruit. Grower yields plummet and, at worst, crops fail completely."



Australian farmers maken zich zorgen over langere koudperiodes

In 2018 werden Australische komkommersaaiers geconfronteerd met een uitdagende winter. Ze kregen te maken met langere periodes van koude, waarbij de vrucht hun kasstenen bedekte met eis en gevolg dat ze verlies leden van maximaal 40% van de gewassen als gevolg van koudschiet. Nu zijn de prognoses voor het voorjaar... (text continues)

THE SCIENCE OF NATURE

When farmers cross pure with scientific, the results could help feed the world.

As a hybrid is a first-generation plant, the result of crossing two pure parental plants, it is possible to achieve certain desired characteristics.

Farming in Australia is a tough business and any input which creates value, like hybrids developed for our environment, is held in high esteem.

THE SEEDS OF SCIENCE

One of Australia's leading universities, the University of Sydney, has recently been awarded a grant to develop a new generation of hybrids... (text continues)



Abundant Seeds Outlook



2018

- Domestic Focus
- Grower trials & awareness
- Disease testing
- Tomato hybrid seed production for trials
- 1st assessment of tomato co-hybrids (Spain)
- Attracting influencers in seed sales through growers

2019

- Finalise disease package for Tomato hybrids
- Early summer tomato distributor trials
- Commencing grower cucumber seed sales
- Small sales tomato seed home market
- Distributor agreement domestic cucumbers
- 2nd assessment of co-hybrids (Spain and France)
- AS domestic tomato hybrid seed production

2020

- 1st round co-hybrid release (late 2020)
- Start of domestic distribution of tomato hybrid seeds to large scale growers (late 2020)
- Growth in domestic cucumber seed sales

2019 Outlook



- Larger Scale Production domestically and internationally (Chile) for cucumber seed
- Year round production available through Peru and Chile with Tuniche Seed Services and first round of hybrid seed tomato production scheduled for 2019
- Tomato Seed production - focus on building seed inventories from breeding stock levels to commercial trial quantities for distributor and grower trials
- Increasing domestic distribution and sales through grower networks and larger area coverage as farmers move from small trial to full crop production - dedicated sales staff to build on existing grower network
- International Distributor and Co-hybrid program advancing to the second stage (of three), and continued exchange of breeding material for co-hybrids.





2018 highlights and 2019 outlook

Highlights – Sales growth set to flourish



- “Abundant” trademark registered in China in July 2017 – allows sales into Chinese market
- Diagou channels commenced in Australia, leveraging existing relationships to ensure loyalty to introduced product
- Six products released to date, all sold via ANH’s website. In a matter of months post launch, ANH achieved sales of \$123,000 for its ActiveLyco™, magnesium and salt ranges in the March 2018 quarter
- Activation, sales, marketing and distribution agreement signed with healthcare channel partner HealthOne to distribute ANH’s growing product range domestically through pharmacy banner groups and pharmacies
- Launching into China e-commerce - JD Global



Highlights – China International Import Expo 2018



- 🌿 5-10 November (9 sqm booth)
- 🌿 500,000 trade visitors with over 1,000,000 public visitors
- 🌿 Exposure for direct connection with e-commerce platforms
- 🌿 Confirmation to Australian Diagon visitors that we are present in the Chinese marketplace
- 🌿 Overwhelming visitors to our booth interest in all products - Australia holds intense interest
- 🌿 Department of Industry press exposure



New product development

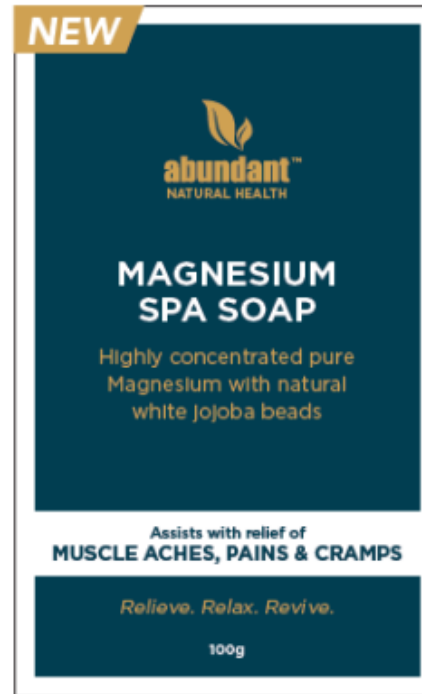


Magnesium/Salt Range est. release 2019

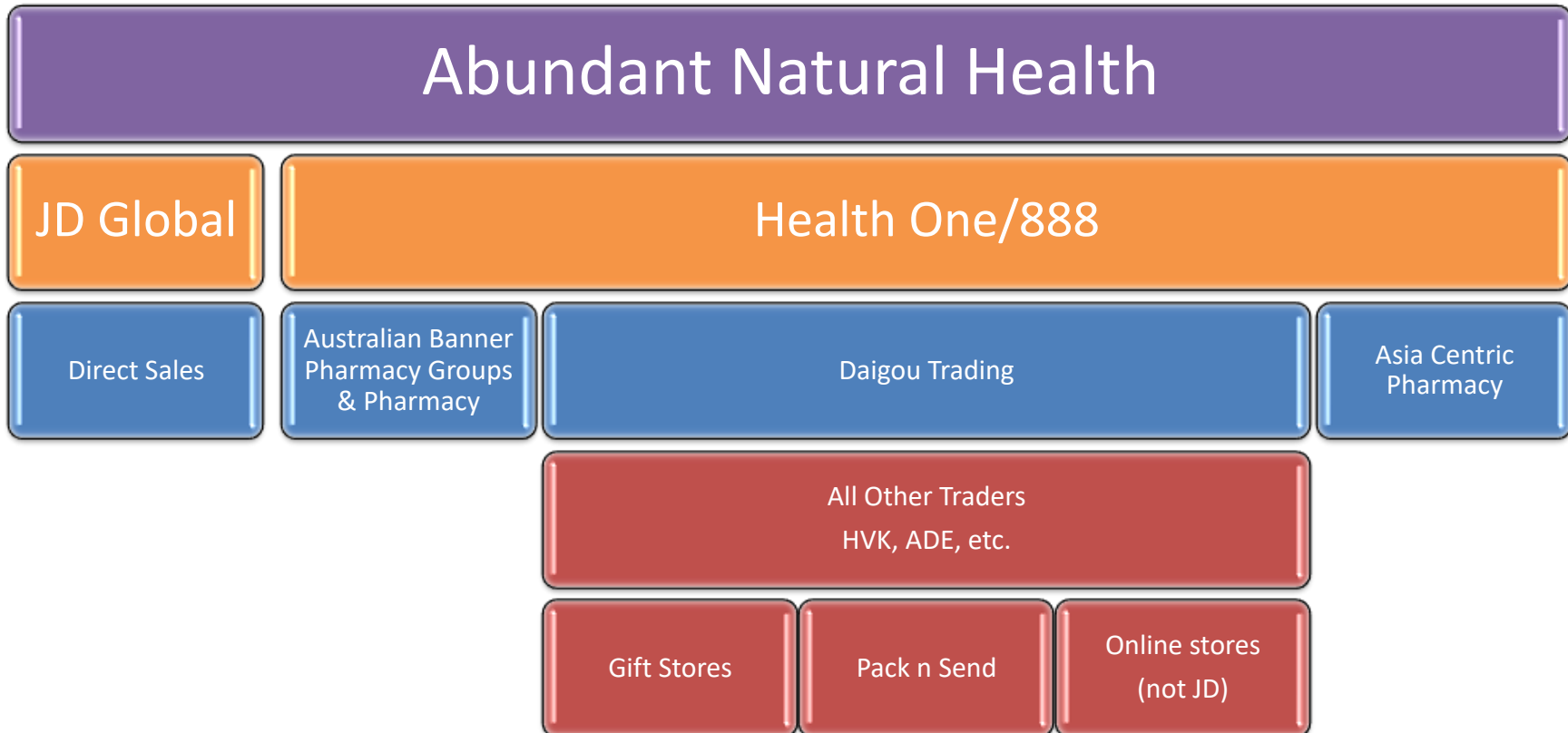
- Mag Soap
- Mag Bath Sachets
- Mag Hand Cream
- Mag Foot Lotion
- Mag Drink
- Mag Mask

Face Range est. release 2019

- Night Oil
- Re-release of ActiveLycos range as Skin Treatment
- Face Cleanser



Distribution strategy



Distribution Channels - Australia



HealthOne retail plan - products expected instore in Q2 FY19

Focus on pharmacy banner groups and pharmacy chains (1600+ stores)

Further market engagement and activation:

- Signed Australian International Women's Football Players
Lisa De Vanna, Chloe Logarzo and Caitlin Foord as brand ambassadors (12 month contracts)
- F45 and Anytime Fitness individual club support
- HealthyLife individual store - consignment sign up
- Athletics NSW/Masters/Little A's partnership in negotiation
- Influence Caroline Groth (63k followers in Australia/International reach) on Instagram



Marketing update - Australia

Editorial/Online Editorials on the Mag Range:

- OH! Magazine "What's Hot" section (fitness centres/online) - August.
- Female.com.au (online) Q&A and product review - August.
- About Pain (online) product piece - August.
- Sydney Unleashed (online) product piece + giveaway Dad's Day - August.
- Australian Fitness network (online) giveaway of 4 x mag packs + editorial piece - September.
- Body + Soul (editorial print/online) "My Healthy Weekend" piece with Chloe Logarzo (brand ambassador) - National via metro Sunday papers - Run date TBC.
- Further editorial opportunities on release of new look product.

(WHAT'S HOT)

ABUNDANT MAGNESIUM BODY RANGE

Innovative Australian skincare brand Abundant Natural Health has introduced an exciting new product range to its line-up with the potent Magnesium Body Range, formulated with 99.9 per cent natural Australian-sourced magnesium chloride and organic citric acid extracted from 100 per cent Australian-grown, purpose-bred cucumbers. This remarkable cucumber extract acts as a powerful exfoliant, preparing the skin for maximum absorption of the highly concentrated magnesium. The Abundant Magnesium Body Range includes an Ache Relief Gel and a unique pump-action Sport Spray.



PROSPAN NATURAL CHESTY COUGH MEDICINE

Prospan is the world's best-selling natural chesty cough medicine for adults and children. The Prospan range of products contain EA 575®, an exclusive ivy leaf extract produced using a patented process and backed by rigorous clinical evidence. Prospan's triple-action power helps to relieve coughing, clear chest congestion and open the airways. Trusted by families for over 65 years, the range includes Prospan Cough Liquid, Prospan for Children, Prospan Menthol, Prospan Lozenges and Prospan Drops.

Warnings: Prospan for Children/Prospan Not to be used in children under 2 without medical advice. Prospan Lozenges/ Prospan Menthol/ Not to be used in children under 6 without medical advice. Always read the label. Use only as directed. If symptoms or coughing persist consult your healthcare professional.



OH! MAGAZINE (AUGUST 2018)



ANH's Outlook



2016

- Research and development



2017

- Face cream launch
- Shopify website launch



2018

- Commercialisation phase
- 5 new SKUs of face, body & skin ranges
- Signed three Australian Women Footballers as ambassadors
- Re-release face cream and magnesium products



2019

- Build and maximise sales
- Release new products - increasing to 10-12 SKU's 2019

ENVIRONMENTAL
SOCIAL
AND GOVERNANCE

Environmental – completing the circle

Abundant's collaboration with EcoMag combines high value extracts from two entirely separate waste streams to produce high margin consumer products.

Abundant Seeds breeds horticultural plants to sell seeds to commercial growers. Once the seeds are extracted, the remainder of the fruit, purpose bred to be high in essential nutrients, constitutes waste.

EcoMag Limited extracts high purity magnesium from the concentrated brines discarded by sea salt producers.

Abundant Natural Health extracts valuable bio-nutrients from Abundant Seeds' waste and combines them with pharmaceutical grade magnesium sourced from EcoMag to incorporate them into premium nutraceutical skin care products.



MAGNESIUM BODY RANGE

We've combined our highly concentrated, pure Magnesium, with cucumber extract from our purpose-bred cucumbers to create powerful products that give immediate pain relief.

WHY MAGNESIUM?



Magnesium Body Range Bundle
\$48.00 \$40.00



Magnesium Ache Relief Gel
\$22.99



Magnesium Sport Spray
\$24.99

Social impact – Wogyala Garden Project

Established in November 2017 to provide

- Fresh food for Wogyala and surrounding communities
- Commercial garden for sustainable economic development for Manungurra Aboriginal Corporation
- Horticulture and construction training and employment for residents of Wogyala, Tennant Creek and the other surrounding communities

Abundant cucumbers and tomatoes planted in March 2018, first harvest in May

Positive community impact

- Fresh food for local communities
- Commercial sales to local IGA stores commencing June 2018, with profits reinvested into community projects
- 2-4 part time workers employed from the community
- Training for community members in horticulture, reticulation, and plant science

ESG summary

Environmental

Through its operations, Abundant Produce aims to:

- Reduce waste
- Use only natural products
- Limit use of alcohol in its products
- Use recycled plastic or biodegradable packaging
- Engage with suppliers who follow the reduce, reuse, recycle principles
- Create vegetable that are suited to Australian conditions - tolerant to temperature, drought and disease

Social

No testing of any products on animals.

Donation of seeds to the Wogyala Garden Project

Donation of excess fruit to food/meal programs.

Employees are encouraged to use public transport to and from work, and reimbursed for these travel costs.

Governance

Aims to be an employer of choice by encouraging:

- Diversity - culture, background, gender, beliefs
- Pay parity / leadership opportunities for women
- Zero-tolerance for discrimination and bullying
- Provision of support/allowances for employees in times of personal need

HIGHLIGHTS

International Growth Opportunity



Investment Highlights

Building customer traction with a pipeline of high-margin products

Strong relationships with universities globally to progress plant IP development

Near-term revenue growth led by flourishing natural skin care products

Seed business growing revenue and building significant ongoing income streams

Multiple government grants and incentives enhances cash position

Ethical, non-GM exposure to the global food crop seed and skin care markets

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ABT: Abundant Produce Limited

ANH: Abundant Natural Health Pty Limited

AS: Abundant Seeds Pty Limited

Thank you



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