



ABUNDANT



DISCLAIMER

This presentation has been prepared by Abundant Produce Limited (ABT). The information contained in this presentation is for information purposes only and has been prepared for use in conjunction with a verbal presentation and should be read in that context.

The information contained in this presentation is not investment or financial product advice and is not intended to be used as the basis for making an investment decision. Please note that, in providing this presentation, ABT has not considered the objectives, financial position or needs of any particular recipient. ABT strongly suggests that investors consult a financial advisor prior to making an investment decision.

No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information, opinions and conclusions contained in this presentation. To the maximum extent permitted by law, none of ABT, its related bodies corporate, shareholders or respective directors, officers, employees, agents or advisors, nor any other person accepts any liability, including, without limitation, any liability arising out of fault or negligence for any loss arising from the use of information contained in this presentation.

This presentation includes forward looking statements within the meaning of securities laws of applicable jurisdictions. Forward looking statements can generally be identified by the use of the words “anticipate”, “believe”, “expect”, “project”, “forecast”, “estimate”, “likely”, “intend”, “should”, “could”, “may”, “target”, “plan” “guidance” and other similar expressions. Indications of, and guidance on, future earning or dividends and financial position and performance are also forward-looking statements.

Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of ABT and its officers, employees, agents or associates, that may cause actual results to differ materially from those expressed or implied in such statement. Actual results, performance or achievements may vary materially from any projections and forward looking statements and the assumptions on which those statements are based. Readers are cautioned not to place undue reliance on forward looking statements and ABT assumes no obligation to update such information.

This presentation is not, and does not constitute, an offer to sell or the solicitation, invitation or recommendation to purchase any securities and neither this presentation nor anything contained in it forms the basis of any contract or commitment.

This presentation does not constitute an offer to sell, or a solicitation of an offer to buy, any securities in the United States. The securities of ABT have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended (Securities Act) or the securities laws of any state or other jurisdiction of the United States, and may not be offered or sold in the United States except in compliance with the registration requirements of the Securities Act and any other applicable securities laws or pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and any other applicable securities laws.

ABT: Abundant Produce Limited

AS: Abundant Seeds Pty Limited

ANH: Abundant Natural Health Pty Limited

ABUNDANT LIFE SCIENCES



“

As a life sciences company, Abundant is founded on improving human health and wellbeing.

Abundant is committed to maximising shareholder returns in a responsible manner: balancing risk, return and impact (social and environmental).

”

CAPITAL STRUCTURE

6 JUNE 2019

CAPITAL STRUCTURE & VALUATION		
Ordinary shares	M	60.61m
Share price	A\$/share	\$0.067
Market capitalisation	A\$M	\$4.06m
Debt	A\$M	\$0
Cash	A\$M	\$1.9m + ~\$0.5m expected R&D return

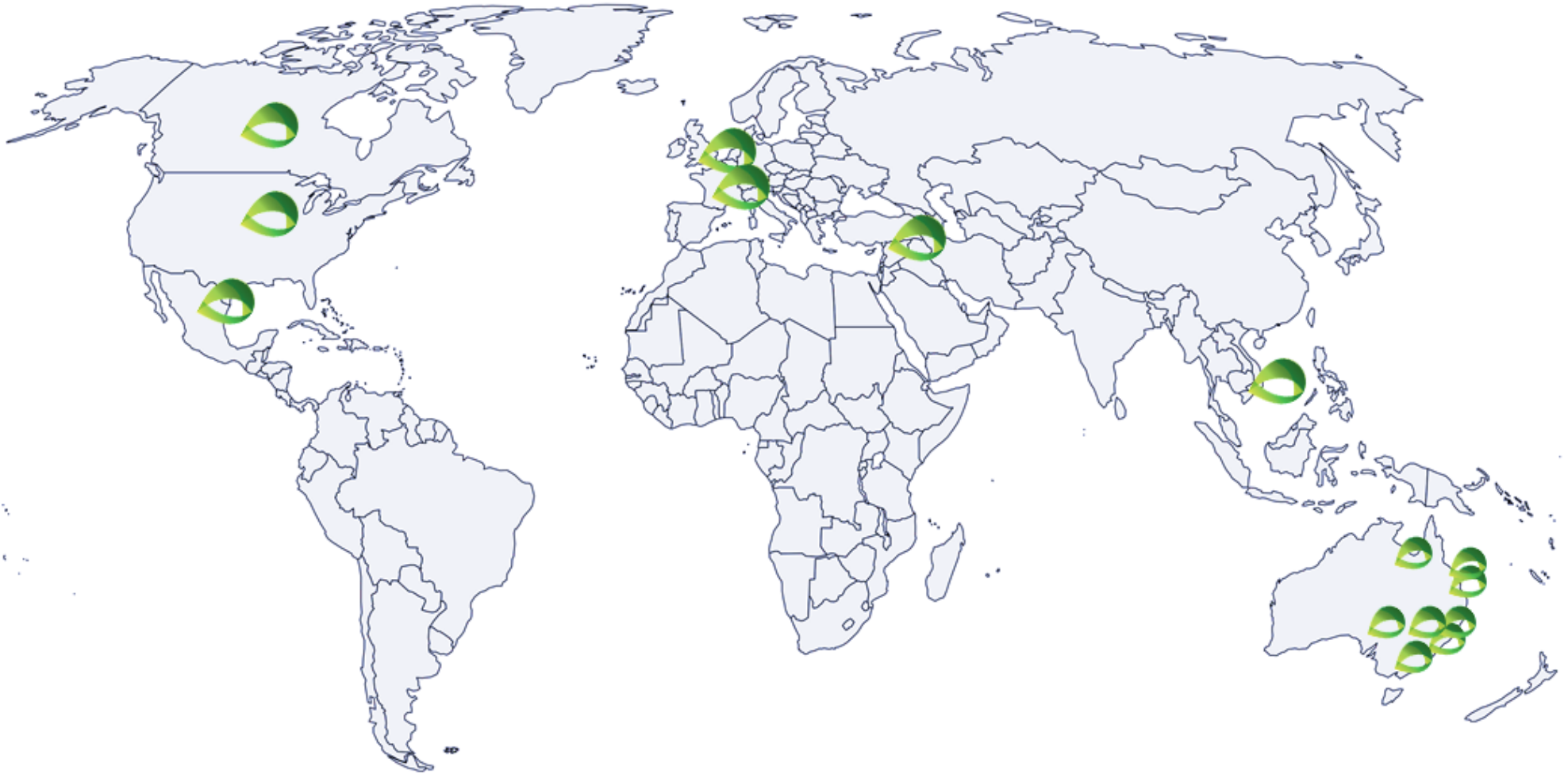
TOP 5 SHAREHOLDERS		
NAME	SHARES	SOI (%)
Anthony Crimmins	7.4m	12.18
Austratronics PL	5.3m	8.80
EcoMag Limited	5.0m	8.25
JP Morgan Noms Australia PL	4.0m	6.55
Graham Brown	3.3m	5.44



ABUNDANT
SEEDS





ABUNDANT SEEDS >

CUCUMBERS GROWING WORLDWIDE






NEW CUCUMBER VARIETIES

The cucumber product pipeline includes five new varieties approaching the commercialisation phase

-  a long variety (22-24 cm in length)
-  an even longer 'continental style' Lebanese cucumber (32-35 cm in length)
-  a particularly sweet tasting lime coloured variety
-  new variations on the popular 'mini' theme including an eye-catching bi-coloured variety.







TOMATOES - COMMERCIAL RELEASE

-  Trial commercial crops of tomatoes currently growing in the Sydney region, northern New South Wales and Victoria - with positive early feedback.
-  Preparations for full commercial release of 10 tomato varieties including cherry tomatoes, baby romas, mini plums and gourmet varieties.
-  Parent lines harvesting now. Commercial scale inventories of hybrid (commercial) seeds are expected to be in stock toward the end of the year, ready for spring/summer plantings.



SEED MARKET DRIVERS

-  Vegetable seed sales worldwide are estimated at circa €5 billion p.a.. Growth is driven by dramatic growth in middle class demographics, particularly in Asia, combined with increasing consumer awareness of the benefits of a healthy diet.
-  From 16% twenty years ago to over 70% today: our food security is increasingly controlled by a small group - fewer than 10 multinational corporations. They decide prices, varieties, conditions of growth.
-  Australian farmers and regulators are justifiably concerned about food security and biosecurity. Seed companies like Abundant Seeds will continue to grow market share as the multinational breeders focus on servicing the largest scale industrialised growers.
-  Abundant - with 6 cucumber varieties growing commercially, 5 more in development, and 10 tomato varieties entering commercialisation - is set to expand operations in central America and South East Asia.

RECENT INDUSTRY ACQUISITION

Major players are moving into the vegetable seeds sector by acquiring companies with commercial intellectual property.

On 19th June 2019, 160 year old German beet sugar and grains breeder KWS purchased Pop Vriend Seeds, launching a long term strategic move into the vegetable seeds sector.

“With this acquisition, we establish ourselves in an economically attractive market with long-term growth and which follows the trend to a healthy diet,” said Dr. Hagen Duenbostel, C.E.O. of KWS. “It is a strategic goal of KWS to establish a significant position in the field of vegetable seeds in the long run. For this purpose, the company will make step-by-step investments in the years to come.”





abundantTM
NATURAL HEALTH




TARGET MARKETS

“Biologics are predicted to comprise more than a quarter of the pharmaceutical market by 2020”

Source: Opportunities in global markets, Deloitte, 2017

PAIN MANGEMENT



US\$ 32 Bn¹

PSORIASIS



US\$ 9 Bn²

STRONG GROWTH OUTLOOK UNDERPINNED BY AGEING DEMOGRAPHICS WORLDWIDE

Sources:

1. P&S Intelligence: Chronic Pain Treatment Market to Reach \$105.9 Billion by 2024, January 07, 2019

2. HPS: Psoriasis Treatment Market Worth 12.1 Billion USD by 2024: TNF Inhibitors to Emerge Most Valued Product, Predicts TMR, 6 January 2017

3. Global Data: Global migraine market set to be worth \$8.7 Billion by 2026, 22 September 2017

EFFECTIVE BIOLOGIC TOPICAL THERAPIES

PAIN MANAGEMENT

CORE

MAGNESIUM SPRAY – *ranging*
MAGNESIUM GEL – *ranging*
MAGNESIUM LOTION – *September release*
BATH PODS – *October release*
TRAVEL ROLLER – *2020 release*

COMPLEMENTARY

EXFOLIATING BODY BAR – *ranging*

DERMATOLOGICAL HEALTH

CORE

OCEAN SOOTHE LOTION – *September release*
OCEAN SOOTHE GEL – *September release*
OCEAN SOOTHE LOTION STAGE 2 – *2020 release*
OCEAN SOOTHE LOTION STAGE 3 – *2020 release*
OCEAN SOOTHE FACE BALM – *2020 release*

COMPLEMENTARY

OCEAN SOOTHE BODY WASH – *December release*
OCEAN SOOTHE SHAMPOO – *2020 release*
OCEAN SOOTHE CONDITIONER – *2020 release*

USP - ABUNDANT OFFERS ALL AUSTRALIAN, ALL NATURAL, TOPICALLY APPLIED BIOLOGICS, COMBINING COMPLEX BOTANICAL EXTRACTS WITH THE PUREST AUSTRALIAN MINERALS TO PROVIDE FAST, EFFECTIVE RELIEF

ABUNDANT NATURAL HEALTH >

MUSCLE / JOINT PAIN RELIEF

NEW



Magnesium + Cucumber = The Ultimate Power Couple

Delivers fast pain relief where you need it most!



Our 99% natural, highly concentrated Magnesium penetrates the skin quickly, delivering fast relief where it's most needed, energising and hydrating along the way.



PROUDLY AUSTRALIAN MADE



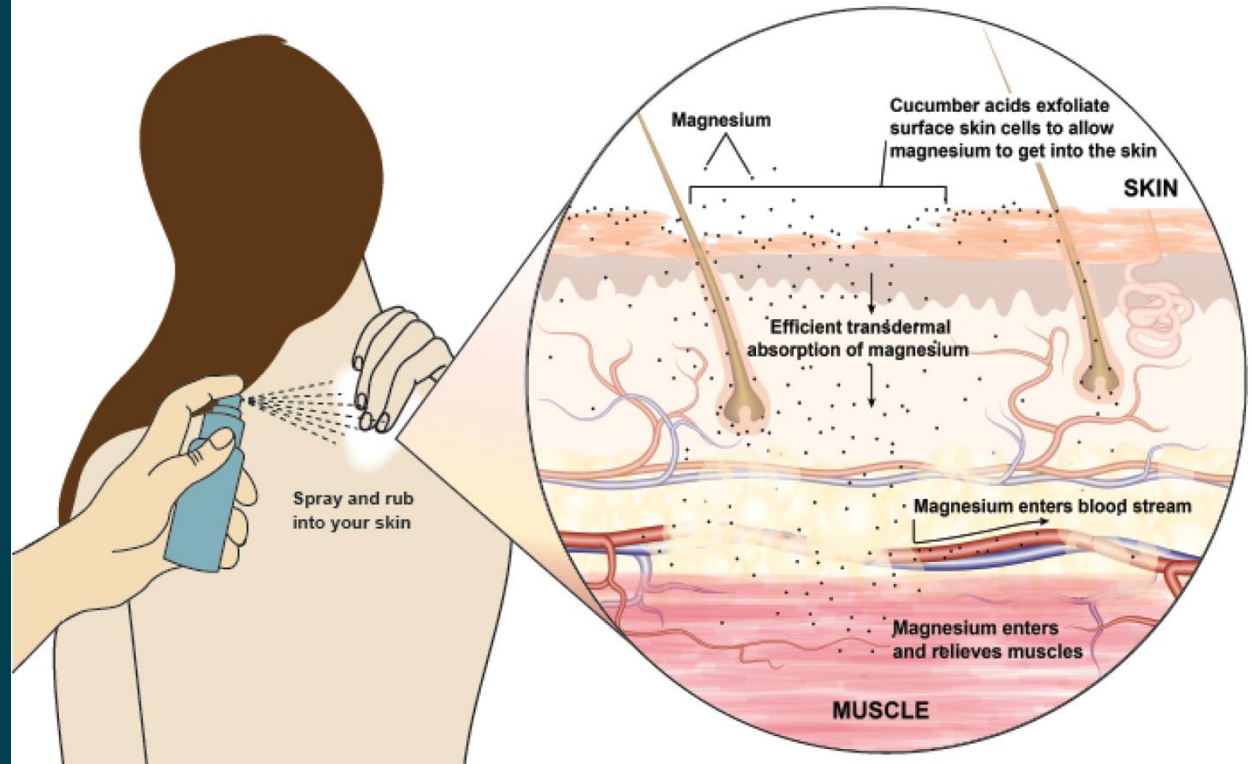
100% RECYCLED



NOT TESTED ON ANIMALS
CRUELTY FREE

NATURAL PAIN RELIEF WITH A CONSCIENCE

Magnesium + Cucumber = The Ultimate Power Couple



DERMATOLOGICAL HEALTH – OCEAN SOOTHE

- 🌿 Approximately 125 million people worldwide suffer from Psoriasis.
- 🌿 More than 8 million American sufferers (*Psoriasis Org*)
- 🌿 Psoriasis treatment market \$12.1 billion by 2024 (*Globe News Wire – Dec 2018*)
- 🌿 Confirmed by public trials
- 🌿 Recognised by U.S. National Psoriasis Foundation



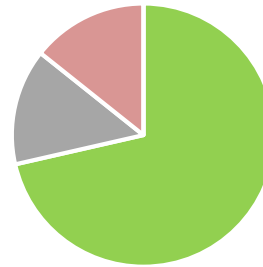
OCEAN SOOTHE TRIALS

Psoriasis Gel/Lotion trials continue and early results are positive with most psoriasis patients reporting improvements across 5 key symptom groups.

“I love this product. I've always had to apply cream twice a day just to keep the itching away. Now, if I miss a day it's still settled. This is the first product I've used that's actually given me a solution not just a mask.”

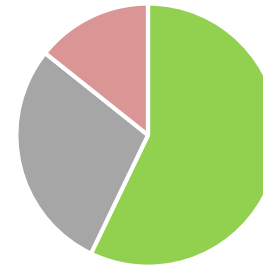
TIFFANY, TRIAL PARTICIPANT, 15-YEAR PSORIASIS SUFFERER.

ITCHING



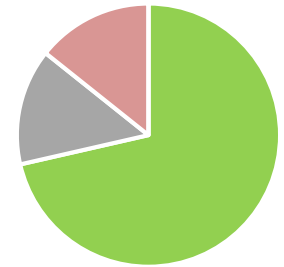
■ Decreased ■ No change
■ Increased ■ N/A

SIZE of affected area(s)



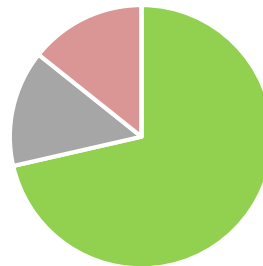
■ Decreased ■ No change
■ Increased ■ N/A

REDNESS



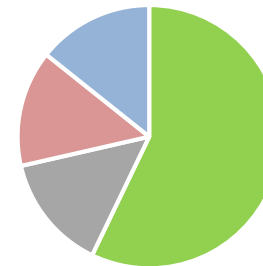
■ Decreased ■ No change
■ Increased ■ N/A

SORENESS



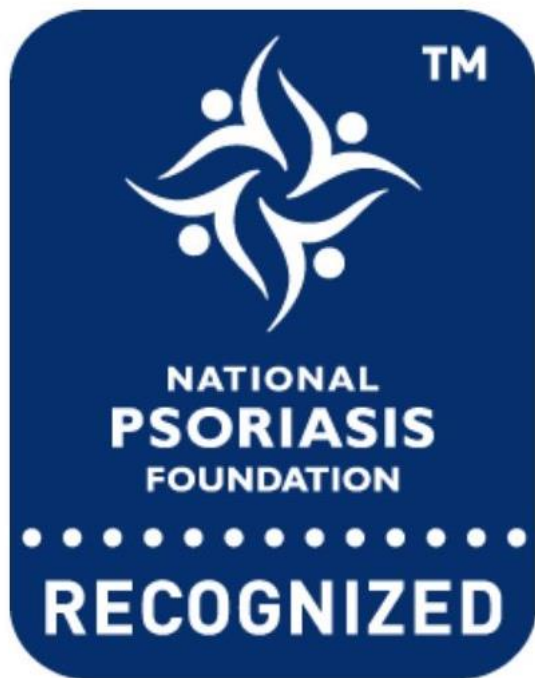
■ Decreased ■ No change
■ Increased ■ N/A

DRYNESS



■ Decreased ■ No change
■ Increased ■ N/A

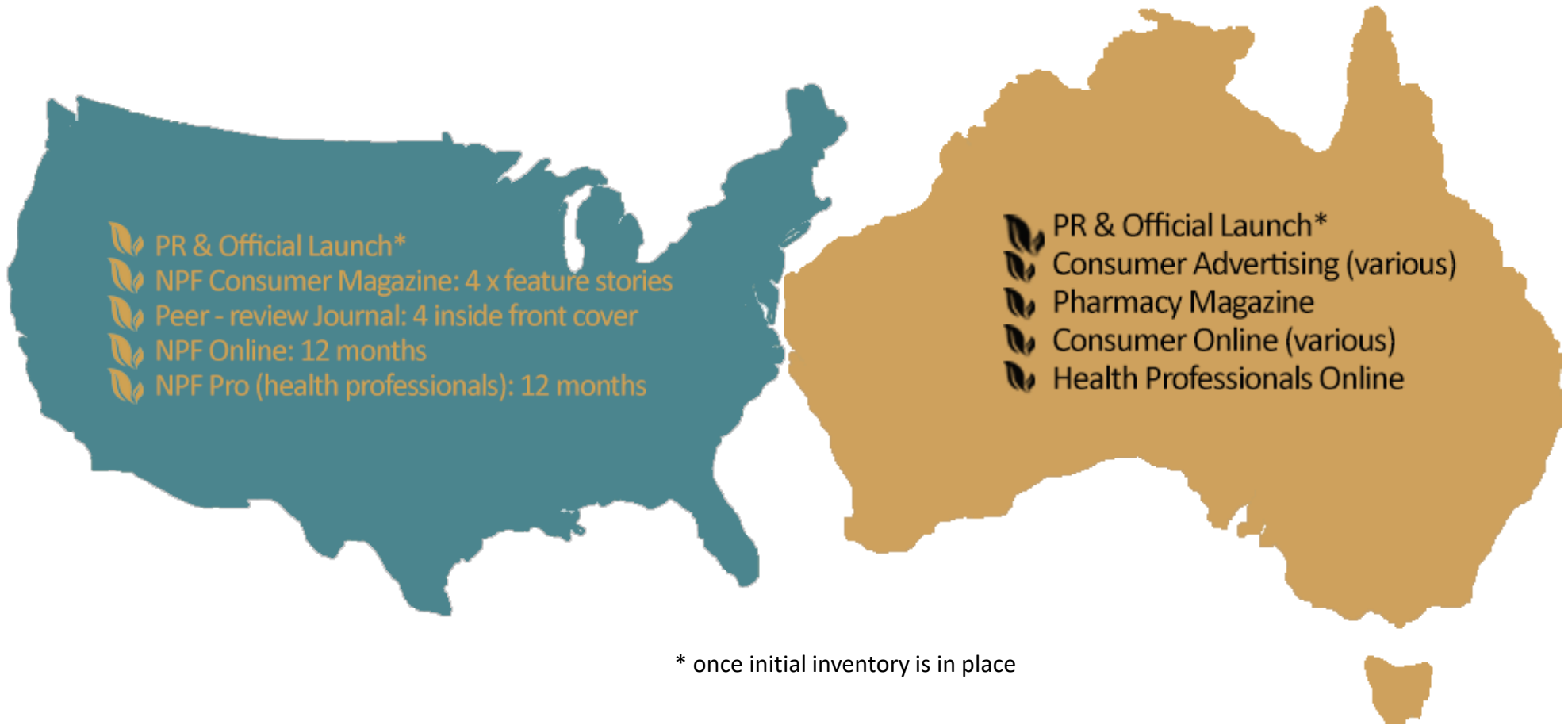
US NATIONAL PSORIASIS FOUNDATION (NPF) SEAL OF RECOGNITION GRANTED



The world's largest psoriasis and psoriatic arthritis non-profit

- 🌿 2.5 million reach (globally)
- 🌿 250,000 direct patients
- 🌿 NPF Panel Review Approval:
5 Dermatologists + 5 Psoriasis Sufferers
- 🌿 Ocean Soothe achieves NPF Seal of Recognition

COMPREHENSIVE PROMOTION & MARKETING



DISTRIBUTION & MARKETING



AUSTRALIA

- 🌿 National pharmacy distribution launched February 2019 via Health One pharmacy sales team
 - Ranging in API, Symbion other Independents
 - Range acceptance with >10 key banner groups
 - >550 stores achieved since launch, 2k 12month target, 5k long term target
- 🌿 Aged Care Pharmacy (>250k residents) rollout September 2019
- 🌿 Social media utilizing popular KOLs
 - Caroline H. Groth (>67K followers)
 - Matilda's ambassadors
- 🌿 Royal Easter Show & PR Activations



UNITED STATES - AMAZON

Amazon investments in warehousing, logistics and regional same-day delivery have made it realistic to buy OTC medication online.

Pain Relief was Amazon's largest and the fastest-growing category in H1 2018.



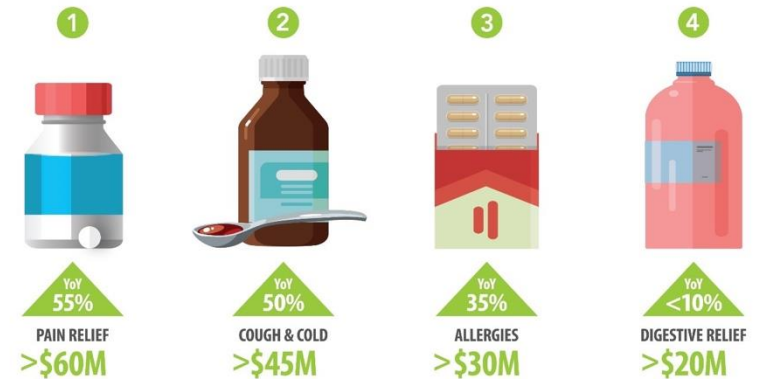
AMAZON.COM OTC MEDICATION: H1 2018 EST. SALES



One Click Retail  ONLINE SIMPLIFIED

www.oneclickretail.com

AMAZON.COM TOP OTC MEDICATION CATEGORIES: H1 2018 EST. SALES



One Click Retail  ONLINE SIMPLIFIED

www.oneclickretail.com

ABUNDANT NATURAL HEALTH > DISTRIBUTION & MARKETING>
CHINA

🌿 Australian Health 888 - Blitz focus on Chinese demographic areas (top 50) targeting Daigou sales

🌿 Highly engaged on Chinese social platforms

🌿 Chinese website, Baidu and Baiken

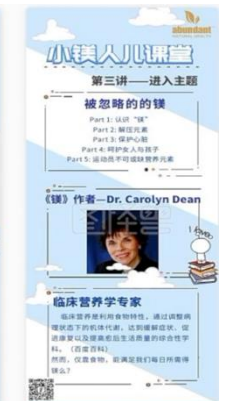
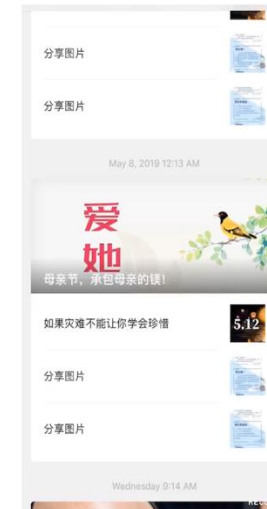
🌿 Brand marketing & promotion on social platforms

→ WeChat

→ Weibo

→ Douyin

→ Little Red Book



ABUNDANT NATURAL HEALTH THE TEAM

Chief Executive
Officer



Tony Crimmins has an extensive background in business development and technology commercialisation having listed 18 companies, including BluGlass Limited, Jatenergy Limited and Abundant Produce Limited. He identifies breakthrough projects offering outstanding potential value to shareholders, develops their businesses, and guides them through listing and business expansion. Tony previously worked as an environmental engineer and business development manager in Asia, as a general and project manager, and in the commercialisation of technology-based products and services.

General
Manager



Shanan has a background in finance and administration management gained in Australia working for the likes of Rapp & Collins, Coca-Cola Amatil and Computer Associates, with more recent experience and a particular focus on establishing Australian brands into the Chinese marketplace through Daigou networks. With a passion for the purpose bred ingredients that they've incorporated into their naturally sourced, Australian grown, owned and made skin and body care products, Shanan's role is to build Abundant Natural Health's brand and product lines in the pain management marketplace in Australia and internationally.

Business
Development
Manager



A former science teacher, went on to design and implement education systems for schools and health care professionals, Josie is passionate about telling Abundant Natural Health's story to drive partnerships, brand awareness and ultimately sales revenue.

Formulation
Chemist



An innovative product development specialist having completed his Bachelor of Science (Honour's) specialising in Analytical Chemistry. Also completed a Bachelor of Science Degree in Analytical Chemistry, as well as an Associate Diploma in Applied Science (Manufacturing). Products invented by Matt have won Innovative Product of the Year Awards in 2014, 2017 and 2018.

Marketing
Manager



25 Years experience in Marketing specialising in the Complimentary Health Industry.
Making the craziest idea's turn into TGA approved products that SELL is a proud achievement and something I look forward to continuing to do at ANH.

Chemical
Engineer



I am passionate about developing natural pain relief products that utilise our plant and organic based actives. With a humanitarian background, including working with ANSTO to provide clean drinking water to villages in Sri Lanka, I thrive in perfecting systems and formulas to provide unsurpassed end-products.
An Honour's degree in Chemical Engineering from the University of NSW.

Marketing
Executive



From the first focus group I joined have been 100% committed to ANH. With five years of invaluable experience in the Sports Industry has given me great experience in public relations, event management, brand ambassadors and influencers, sports marketing, journalism, social and digital engagement and branding.




Marketing
Researcher



Over 25 years' experience in Market Research (MR) – 12 years in Paris with Kantar (MR agency) - working with leading international personal care and cosmetics companies, Havas Media and Danone Group, followed by 13+ years in Sydney with Kantar and IRI (MR agency).

THE BRAND - NATURAL, ETHICAL, SUSTAINABLE

We will never compromise on the quality of our ingredients and will insist on ethical and sustainable practices and partners in every stage of our business.

-  **UPCYCLING** includes ethical sourcing of ingredients, reducing our environmental footprint, avoiding ineffective fillers and insisting on recyclable packaging.
-  **TRACEABILITY**, reducing the footprint of the ingredients in our skin and body care ranges, not just the (recyclable) boxes that they come in.
-  **SUSTAINABILITY** - we all live on this planet and have a part to play, we want to be part of the solution.

SUSTAINABILITY SELLS

	Overall Category Sales Growth	Sustainable Products Sales Growth
Weighted Average of 3 Categories	+2%	+5%
 Chocolate	+5%	+16%
 Coffee	-1%	+1%
 Bath Products	+1%	+14%

Source: Nielsen Answers on Demand (Health & Wellness Characteristics) & Nielsen Product Insider, powered by Label Insight | Total US FDMx | 52 Weeks Period Ending 03/24/2018 vs Year Ago



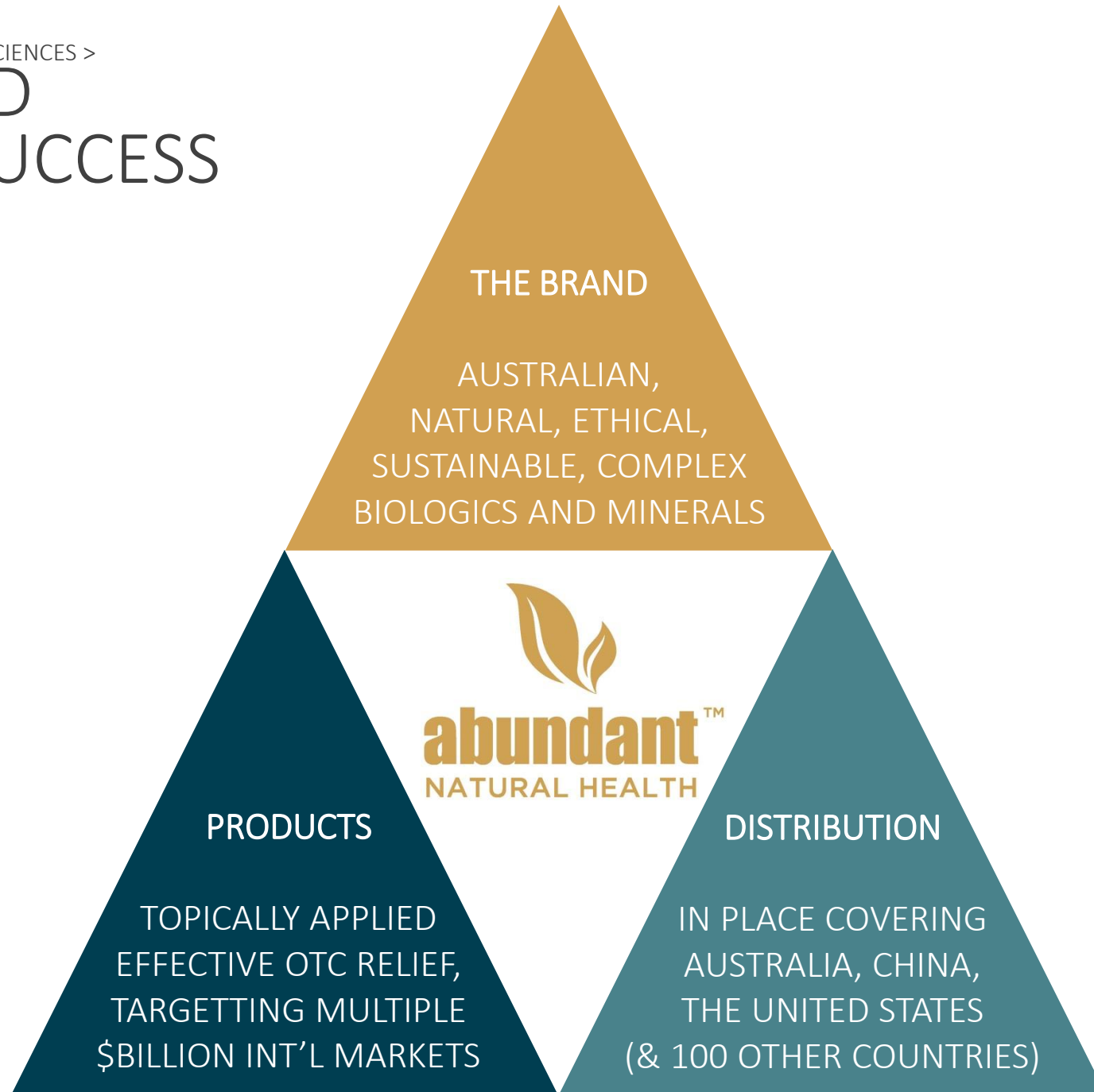
ASX LISTED PAIN RELIEF COMPARABLES

- Most relevant comparisons - the boom in listings of marijuana businesses.
- Recent activity - the purchase of Creso Pharma Limited (CPH) - a marijuana pain relief company - by Canadian based PharmaCielo for AU\$122m @ AU\$0.63 per share.

ASX Company	Market Cap	Share Value	# Shares	Description
BOD Australia Ltd (BDA)	\$18.04m	\$0.26	69m	Preventative healthcare – focus on cannabis and hemp
AusCann Group Holdings Ltd (AC8)	\$114.12m	\$0.36	317m	Medicinal cannabis for pain management
Botanix Pharmaceuticals (BOT)	\$108.24m	\$0.16	773m	Cannabinoid based topical creams
Abundant Produce Ltd (ABT)	\$4.06m	\$0.067	60.61m	Natural based pain management

ABUNDANT LIFE SCIENCES >

POISED FOR SUCCESS



Thank You



Tony Crimmins

Group Chief Executive Officer – ABT
t.crimmins@abundantproduce.com
+61 414 997 968

Shanan Birkin

General Manager – ANH
s.birkin@abundantproduce.com
+61 402 855 367

