

ZOONO[®]

Zoono Group Limited

AGM Presentation

Sydney

November 2019

Paul Hyslop
Managing Director/CEO

Revenues & Other Income & Profit Reported (NZD)

- \$1.78 million Revenue & Other Income 12 months to 30 June 2019.
- \$2.45 million loss 12 months to 30 June 2019.

Investment	Value at Year end
424 963	467 459
446 211	1 005 037
468 522	1 620 915
491 948	2 324 149
516 545	3 124 764
542 372	4 033 850
369 491	5 063 675
Start at monthly	R 35 414

Can we do this?

**Balance
Sheet
Summary –
30 June 2019
(NZD)**

Cash on hand: \$3.1M

Total Assets: \$4.7M

Total Liabilities: \$0.8M

(includes Deferred Income of
\$0.3M)

Total Equity: \$3.8M (82% of
Total Assets)

NB: Please refer to 30 June 2019 Annual Report for
further details

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First Quarter Financial Highlights (NZD)

- \$1.2M in cash receipts.
- \$199,000 operating cash flow positive.
- New Distributors signed.
- Increased Cash at Bank.
- Expect operating cash flow positive FY20.





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October Update (NZD)

- Cash on Hand at 31 October 2019: \$3.1M.
- \$300,000+ of orders received in October.

New Distributors Signed

- Double Bond Pharma Sweden.
- Denmark, Finland.
- Bosnia & Herzegovina, Croatia, Serbia, Montenegro.
- South Africa and adjoining Countries.
- Iraq, Egypt, Syria.
- Several new agreements under negotiation.

United Kingdom

- UK operation set up in Bury St Edmunds, Suffolk and operating for over a year now – NZD\$250,000 of sales since year-end.
- Three staff including one sales rep and marketing manager for the UK and Europe.
Further staff to be employed as business growth dictates.
- The target is for cash breakeven for the financial year.

Central Europe

- Distribution Agreement signed with Midas Pharma GmbH in Germany for sales and distribution in the EU and selected global markets;
- Utilise Midas' developed sales and distribution channels across the global pharmaceutical and healthcare sectors.
- Sales since year end into Sweden, Germany and Denmark.

South Eastern Europe

- TEH D.O.O. Distribution Agreement;
 - Bosnia-Herzegovina | Croatia | Serbia | Montenegro
 - First 12 months: NZD \$0.4M
 - Second 12 months: NZD \$0.5M
 - Third 12 months: NZD \$0.6M
 - YOY 10% increase after year 3
- \$133,000 NZD orders received to date since year-end.

Middle East

- ASH Group FZE LLC Distribution Agreement
- Egypt, Syria and Iraq;
 - First 12 months: NZD \$0.4M
 - Second 12 months: NZD \$0.5M
 - Third 12 months: NZD \$0.8M
 - YOY 10% increase after year 3
- \$110,000 NZD order pending since year-end.

Africa

- International Nutrition and Sport SA (Pty) Ltd Distribution Agreement;
- South Africa, Botswana, Lesotho, Swaziland, Zambia and Namibia
 - First 12 months: NZD \$0.7M
 - Second 12 months: NZD \$0.8M
 - Third 12 months: NZD \$1.0M
 - YOY 10% increase after year 3
- \$201,000 NZD orders received to date since year-end.

China

- Permanent agent based in China.
- Guangzhou Sanchengyun Trade Co; Online Zoono branded sales Distribution agreement;
 - First 12 months: NZD \$0.9M
 - Second 12 months: NZD \$1.2M
 - Third 12 months: NZD \$1.6M
 - YOY 10% increase after year 3
- Deposit received of NZ\$470,000 since year-end against first-year purchases.

China

- Asizoono Intelligent Biotechnology (Guangzhou) sales Distribution agreement
 - Stomatology industry China
 - First 12 months: NZD \$0.2M
 - Second 12 months: NZD \$0.5M
 - Third 12 months: NZD \$0.7M
 - YOY 10% increase after year 3
- Order received of NZ\$55,000 to be delivered in Q2 FY20.

New Zealand

- Distribution Agreement with Zoono Poultry (formerly The Z Factor) for the supply of its proprietary poultry formulation utilising Zoono Z-71 Microbe Shield for use in the poultry industry. Successful trials undertaken.
- Sales into the pig and poultry industry since year-end.
- Further trials are being undertaken around the globe.

Australia

- Zoono Poultry are negotiated an agreement for national distribution in the Agri business, with a nation wide distributor.
- Additional trials underway with leading industry brands.
- Childcare and aged care major targets.
- Online sales performing well.

USA

- MicroSonic LLC Distribution Agreement to supply products to Turtle Wax Inc:
 - Calendar Year 2020: NZD \$3.1 million
 - Calendar Year 2021: NZD \$4.7 million
 - YOY increases thereafter
- All registrations now in place and we expect the Turtle Wax business to commence shortly.

USA cont.

- Sales being made across several states into the Visiting Nurses Association.
- Sales being made to the two major airports in Texas.
- Sales being made into the Texas school districts.
- Negotiations underway with aged care chain facilities.
- CVS Pharmacy has also agreed to sell two new products in its retail outlets.

Marketing Activity

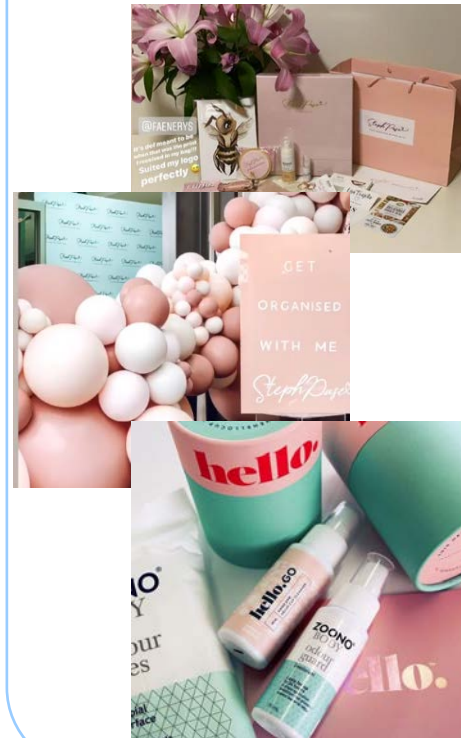
SOCIAL MEDIA, INFLUENCER MARKETING



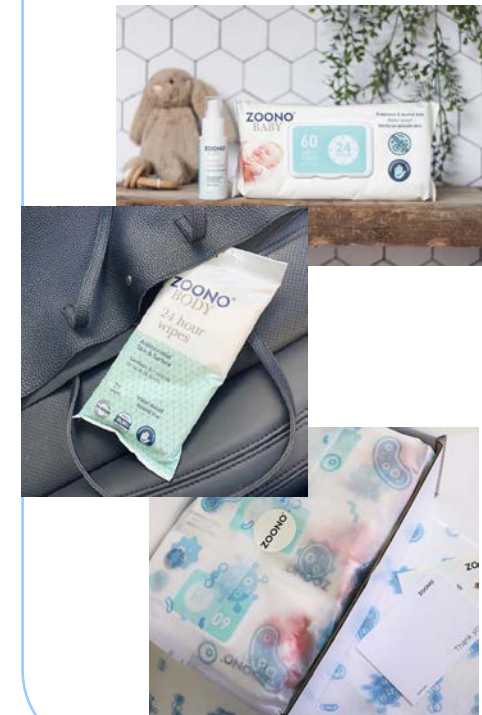
PAID SOCIAL/ DIGITAL ADVERTISING










SAMPLING & COLLABORATIONS



NEW PRODUCT DEVELOPMENT



Consumer Feedback

-  **Daniela Matarazzo** Amazing product ❤️
Like · Reply · 1d
-  **Author**
Zoono Thank you!! ❤️
Like · Reply · 23m
-  **Aleisha Reid** Sophie Ward this is what I just got
Like · Reply · Message · 22w
-  **Sophie Ward** Aleisha Reid going to look into this once bub is down and hopefully she stays asleep 🙏
Like · Reply · Message · 22w
-  **Caitlyn Pike** Samantha Viney Thought you might be interested 🙏 I just ordered some 😊
Love · Reply · Message · 16w
3 Replies
-  **Sheryn Barrack** Ashley Johannah Hughes the school needs this! I'm going to buy some
Love · Reply · Message · 11w
View 3 more replies
-  **Zoono** Would definitely recommend the Classroom Protection packs ❤️
Like · Reply · Commented on by Nadene Erasmus [?] · 11w

 I loooooove @zoonoproducts I'm a total germaphobe for many reasons haha 😂 I discovered zoono about 6 months ago! I've got 4 kids 9, 5, 3 and 5 months and we have had SO many interstate and overseas guests come visit us and stay with us and so far we've kept anything travellers may bring with them at bay and germs from school by using the hand sanitiser as part of our morning routine every day and cleaning with the ZAM and microshield sprays once a week (ok maybe two times a week or so I quickly go back over door handles and bathroom lights handles and flush button 😂) there is gastro going around school and I have a serious phobia about damn gastro it freaks me out haha 🤢 with so many kids the last thing I need is that! So putting Zoono to the test and hoping it keeps those bugs away from our home! But your post is giving me so much reassurance, gastro bugs are nasty persistent buggers and very hard to kill! AMAZING that no one else got it ... poor hubby though 😞 😞 !! I'm seriously wanting to educate everyone at my kids school about @zoonoproducts and even get the school on board with using the room fogging bombs once a month! Attendance record would be amazing haha! Ok I'll shut up now haha love me some zoono and styling 🙌 on point! 💕
2d 1 like Reply

I am so passionate about Zoono,

Also a big thank you for such a awesome Service you have shown me. I wouldn't mind a few flyers if there is any? As this makes it easier when i refer people to it.

-  The wipes are AMAZING! We love them so much. I just started using the surface spray and I'm excited to share about it!
❤️ 
-  **Sarah Barker** We wiped everything down from our seats, tray table, arm rests and window with the micro shield and used the hand sanitiser. We weren't going and coming back with a disease!
Like · Reply · 17m
-  **Author**
Zoono That is great!!! 😊
Like · Reply · 14m
-  Write a reply...
-  **Rebecca Sandford** Cruise in December need to remember this 😊
Like · Reply · 14m
-  Absolutely love the Zoono baby wipes, hand sanitisers and their germ fogger. By far the best baby wipes I have come by.
21 August
-  Excellent product - gentle on my sensitive skin and no harsh chemicals!
4 June



ZOONO[®]

Positive Impact. Positive Sales.

- Success creating a healthier environment for chickens.
- Zoono is a substitute for dangerous chemicals and has the potential to reduce the need for antibiotics.
- The results:
 - Chickens are healthier and consume less food (cost saving)
 - They're producing more weight (resulting in revenue increase) Improved FCR.



Reducing Risk of African Swine Flu Outbreaks

- African Swine Flu could kill up to 25% of the world's pig population
- Swine Flu is spread via contaminated objectives
- Trails are scheduled with leading industry participants in China.
- Positive results to date.



Current Focus

- Large Childcare/Aged Care Groups in Australia.
- Poultry Trials Australia, China, Portugal.
- Swine Trials Russia, China, Korea, Australia.
- Rollout commenced Dorint Hotel Group Germany 60 hotels, average hotel 300-400 rooms.
Monthly fogging treatment rooms and kitchens, common areas. Additional large hotel groups under negotiation.
- Commencing sales to several large cleaning and facilities management companies in Europe and UK.
- Germany large Pharma Retailer Private Label.

Current Focus Cont.

- India – expect orders soon as regulatory approvals and trials are completed. Healthcare, education and corporate sectors.
- USA – Aged care and Education.
- USA – Cruise and Airline Industry
- USA – Microsonic/Turtle Wax.

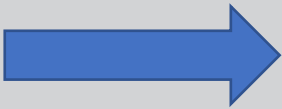
CHINA AGRI



CHINA AGRI



BEFORE
AND
AFTER



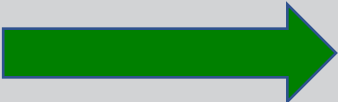
8999
TO
109



CHINA AGRI



BEFORE
AND
AFTER



7879
TO
36



CHINA AGRI

Zoono ATP Testing

Zoono China Animal Healthcare Limited

Customer: J. KIN LINYIN 临沂.

Site Address: KINYI

Contact: 11点

Phone / eMail:

11:00am Fogging 2. 3小时后取样 2点

No.	Location where ATP readings were completed	Initial Testing	ATP Test Number	After 10 Minutes	ATP Test Number	After 15 Days
1 Z1	SHED WATER TROUGH - INSIDE	3179		72		
2 Z2	INSIDE CAGE - FLOOR	874		34		
3 Z3	BOTTOM OF TROUGH	8899		109		
4 Z4	OUTSIDE FEED TROUGH	72		9		
5 Z5	INSIDE CAGE - FLOOR	7879		36		
6 Z6	OUTSIDE TROUGH	3938		32		
7 Z7	INSIDE WATER TANK	478		21		
8						
9						
10						

Tester - Initials

CHINA AGRI



CHINA AQUACULTURE



Strategy B2B

- B2B business, targeting Facilities Management, cleaning companies, end user companies like Hotels Hospitality, Childcare, Aged Care specific industry distribution companies.
- Animal Science, in particular Pig and Poultry big target industries, product being tested against African Swine Flu and many trials underway.



Fight Harmful Germs

SHOP NOW



Protect your loved ones...

SHOP NOW

ZOONO®

Strategy B2C

- B2C main target is online sales where we maximise GP margin, including Amazon and own websites.
- Should volumes dictate we will look at B2C white label deals but with minimum annual orders of NZD\$1m

Key Market/Customers

- **EU.UK** / MIDAS/ Double Bond/ Large Pharma/ Zoono Pig Poultry/ Germany - Hotels FM Companies/ Hospitality/ Healthcare.
- **USA** / Microsonic/ Turtle Wax/ School Districts/ Aged Care/ CVS/ FM companies/ Cruise and Airline.
- **China** / Online Sales/ Healthcare/ Childcare/ B2B/ fish farming and Pig Poultry.
- **India** / Healthcare/ Govt/ Education/ Online Sales.
- **NZ/AU** / Clear Facilities/ VIP Care/ Online Sales/Aged Care/ Zoono Pig Poultry.
- **Rest of World** / Africa/ Middle East/ Japan/ Korea/ Canada/ East and SE Europe.

A person in a white lab coat is shown from the chest down, holding their hands out in front of them. In the center of their hands is a glowing blue hexagonal digital interface. The interface features a large white question mark in the background, with the text 'ZOONO®' in bold black letters at the top and 'Thank you' in bold black letters at the bottom. The interface is surrounded by a network of white lines and dots, and a blue arrow points upwards from the top of the hexagon. The background is a soft, out-of-focus blue and white.

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Thank you