



ABUNDANT



Pitt Street Research Life Sciences Conference

28th November 2019



Around the world, countless millions of people are suffering from pain - physical, mental and social.

We're doing something about it.

At Abundant, we are dedicated to improving human health and wellness... naturally.



“I know we’re doing our job properly if we bring smiles to people who haven’t smiled for a while...”

ABUNDANT CEO TONY CRIMMINS

But it's not really about us.

It's about people like Shirley Ellison...

“...the Magnesium Gel has been the best thing I have ever had...

...I had a back operation in February and suffered severe cramps and spasms...

...your product is the only thing that has helped...

Abundant's Office Manager, Hayley, hand delivers Magnesium Gel - together with heartfelt empathy and smiles - to Shirley Ellison who, at 89 was concerned she would run out before having the opportunity to buy more.



The difference is **effectiveness**

Products that **actually work**

Products that
**make a difference in the lives of
people who are suffering**

But don't take our word for it...

"My legs were so sore from an epic Piliates session, I could barely walk and just before bed last night I massaged the gel in and woke up floating! Yay for natural products."

@francisb_nutrition

"The salt lotion has reduced my psoriasis a lot and I'm very happy with the results. I have less flaking of dead skin and my skin is not raised as it was and not red at all but more of skin tone almost."

Chase P. 27, psoriasis
for 18 months

"The Salt Lotion has been a game changer for me. After just 2 days the large lesions on my face were less red and itchy. After a week they had completely cleared and unlike with previous treatment I have not had any recurrence or flare ups ! It's great to finally find a product that not only works but is also natural too!"

Jess B. 28, dermatitis sufferer
for over 10 years

"I can't believe the fast relief I get from the Magnesium Gel and Spray! Thank you!"

Simon, 38

"Highly recommend the magnesium range and not just for sport! Nothing better than massaging in some of the gel after a long day on my feet at work - pure bliss!"

Jack Xxxxxxx

"Sometimes words cannot not explain the pain and distraction of always being itchy. The Salt Lotion has been life changing. My skin is so much better for having used this product. I highly recommend it, bonus being it is natural in a world of chemicals!"

Tracey W. 56, dermatitis
and eczema for most of her life

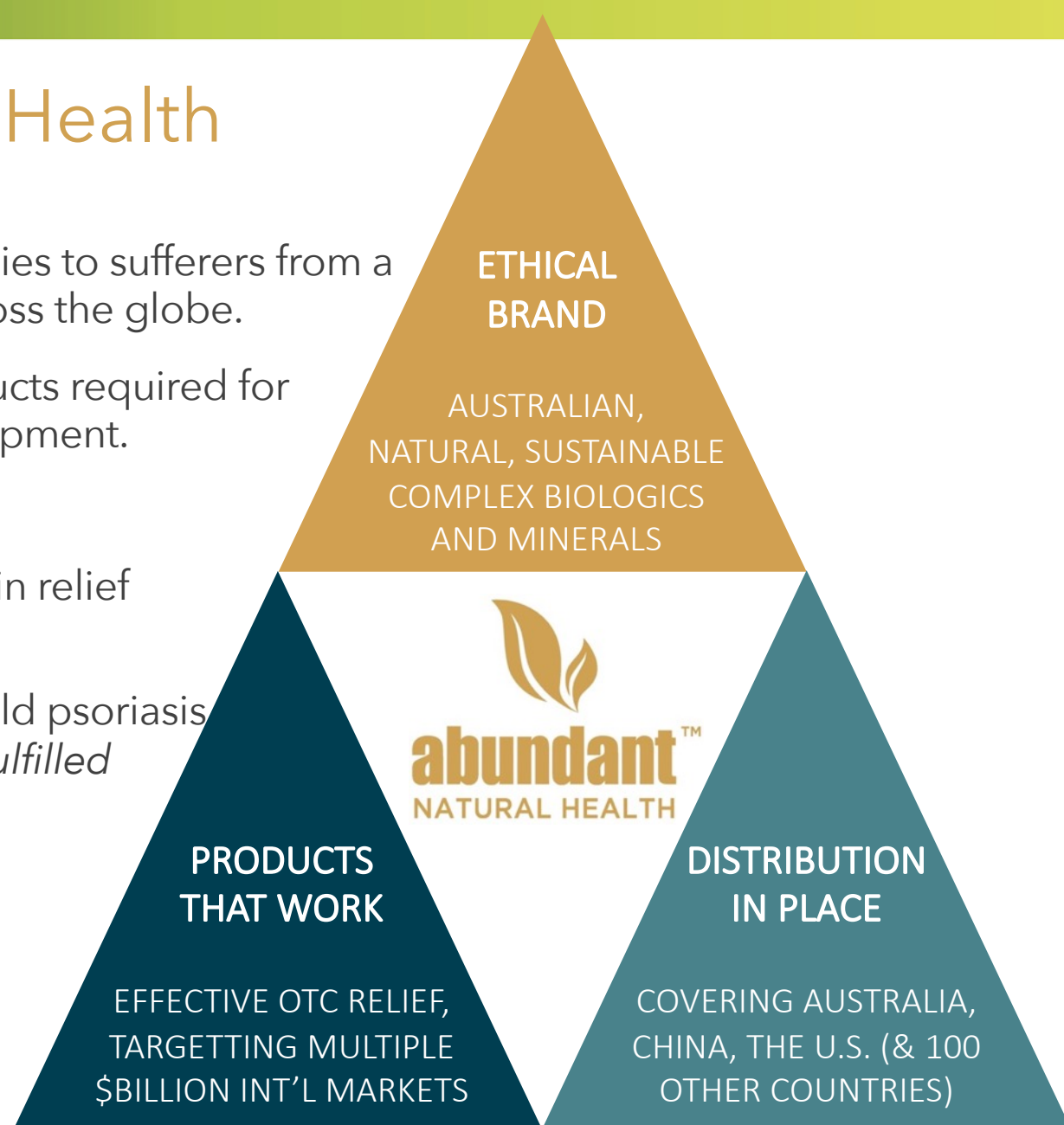
Abundant Natural Health

Delivering natural biologic therapies to sufferers from a range of intractable maladies across the globe.

Building the critical mass of products required for strong international brand development.

Offering effective OTC relief:

- Muscle and joint health and pain relief
- *in pharmacies and online*
- Relief from the symptoms of mild psoriasis
- *initial orders expected to be fulfilled before Christmas, pre-sale into pharmacies has commenced*
- Headache and migraine relief
- *prototyping & testing*
- Relief from the social stigma of Rosacea - *trials commencing*



Abundant Natural Health Target Markets



PAIN



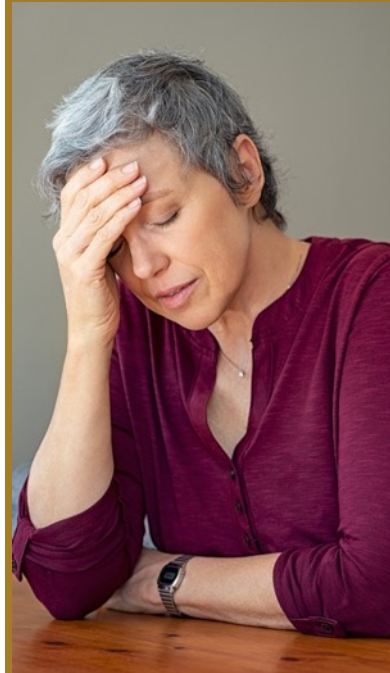
US\$ 32 Bn¹

PSORIASIS



US\$ 9 Bn²

MIGRAINE



US\$ 4 Bn³

ROSACEA



US\$ 1.6 Bn⁴

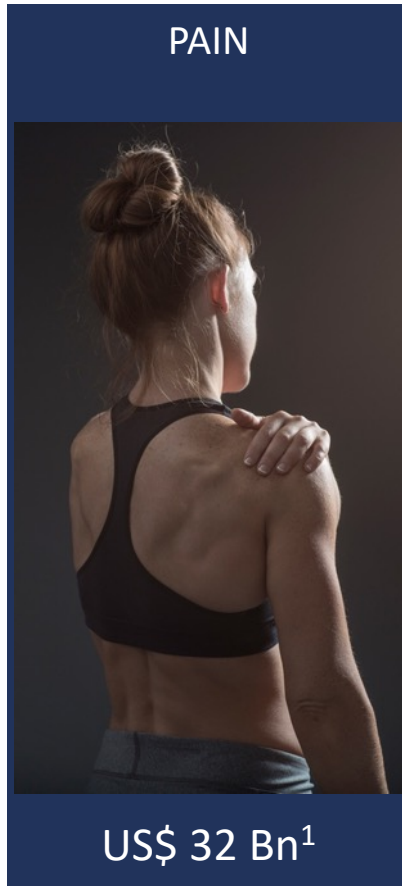
Sources:

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
4. Grand View Research: Rosacea Treatment Market Worth \$2.6 Billion by 2025 | CAGR: 6.8%, January 2019

STRONG GROWTH OUTLOOK UNDERPINNED BY AGEING DEMOGRAPHICS WORLDWIDE

Abundant Natural Health

Target Markets - Pain



Increasing popularity of current pain management products is driving brand acceptance

- Two core products Magnesium Spray and Magnesium Gel – TGA approved for 19 indications: relieves mild aches, pains and stiffness, and promotes health for muscles and joints, arthritis/osteo arthritis, muscle cramps, spasms twitches and inflammation; maintains and supports muscle mass & promotes relaxation and function; reduces symptoms of headache and premenstrual tension; relieves disturbed sleep and reduces symptoms of mild eczema/dermatitis.
- Complemented by 100% Natural Exfoliating Body Bar, infused with magnesium, goats' milk, jojoba beads, olive oil, to replenish minerals and vitamins and soothe and moisturize the skin.
- Three more complementary products currently in development, slated for release over the next twelve months.
- Acute pain relief products currently undergoing research and development.

Abundant Natural Health

Target Markets - Psoriasis



PSORIASIS



US\$ 9 Bn²

Successful trials and industry recognition drive pre-orders and distributor interest

- Most psoriasis patients report improvements across 5 key symptom groups: itching, size of affected area, redness, soreness and dryness.
- Recognised by the world's largest psoriasis organisation, the US National Psoriasis Foundation, following a comprehensive panel review.
- Launched on World Psoriasis Day (29th October) with an audience of health and wellness journalists, bloggers, vloggers and social media influencers, generating positive social media coverage and product pre-orders (expected to be fulfilled before Christmas).
- Stage 2 psoriasis management and complementary products in trials.
- Australian pharmacy distribution groups interested in taking up Ocean Soothe Lotion and Gel ahead of formal category reviews.
- Strong distributor interest from China and the U.S..

Abundant Natural Health

Target Markets – Headaches & Migraine



MIGRAIN



US\$ 4 Bn³

Early trial successes of opioid-free relief from headaches and migraines

- In the September Quarter, Abundant initiated trials of an opioid-free nasal spray for the treatment of headaches and migraines.
- Early results indicate reductions in the duration and frequency of migraine episodes.
- A positive correlation with pain intensity is also noted but more data is required to confirm the association.
- Collaboration with Queensland University of Technology (QUT) being investigated regarding clinical trials led by preeminent Australian pain investigator Professor Lyn Griffiths, Executive Director, Institute of Health and Biomedical Innovation at QUT, offering:
 - highly qualified, Good Clinical Practice trained clinical research and trials staff
 - established clinical trial governance structures ensuring regulatory compliance
 - compliance with international clinical trial standards

Abundant Natural Health

Target Markets – Rosacea



ROSACEA



US\$ 1.6 Bn⁴

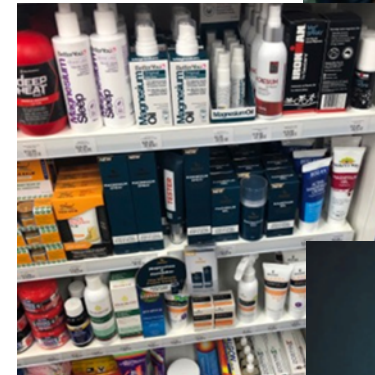
Natural relief from rosacea symptoms in development with 2020 trials expected

- Abundant is researching the effectiveness of a range of formulations of natural mineral salts and biologics in topically applied lotions designed to reduce the symptoms of rosacea flareups.
- In the absence of a cure, treatment options focus on management of the disease and symptomatic relief.
- **Initial public testing of product prototypes expected to take place during calendar 2020.**
- Approximately 400 million sufferers worldwide - the global incidence among adults is estimated at 5%.
- Approximately 65% of treatments are topically applied.

Abundant Natural Health Distribution - Australia

620+ stores achieved since February, 2,000 store 12 month target (of 5,000 in distribution network), pharmacy reordering has commenced.

- National pharmacy distribution launched February 2019.
- Direct sales campaigns targeting aged care facilities, clinical pharmacists, fitness/exercise organisations.
- Social media utilizing popular Key Opinion Leaders.
- Successful Royal Easter Show presence & PR Activations.
- Magnesium Pain Range Media Launch well received with social and online editorial exposure.
- Ocean Soothe Psoriasis Range Media Launch generated positive social media coverage and product pre-orders.
- Increased product offerings expected to accelerate pharmacy orders.



Abundant Natural Health Distribution - China / Asia



Free-trade-zone warehouses & a dedicated cross border ecommerce platform

- Abundant has established free-trade-zone bonded warehouses and an ecommerce platform to facilitate distribution agreements with third party (China based cross-border) online sellers, and direct-to-consumer sales.
- This sales infrastructure is supported by Chinese language websites and social media activity.
- The second China International Import Expo in November
 - generated intense interest from consumers and distributors in the Ocean Soothe psoriasis range
 - gave rise to many direct distribution opportunities currently being negotiated.
- Australian Health 888 - focus on Chinese demographic areas, targeting Daigou opportunities.



Abundant Natural Health Distribution - United States



Online: amazon.com

Offline: Market Solutions Inc

- Amazon.com warehousing and sales for fastest delivery in the US domestic market, and for international sales to 100 countries.
- Market Solutions Inc appointed to develop and implement a **campaign to establish an Abundant Natural Health shelf presence in US mainstream and specialty retailers**, initially targeting 16 Banners that index highly for both pain and psoriasis sales (offering 4,900+ stores that index highly for both product groups).
- The retail strategy will complement the Amazon.com online placement and leverage a **National Psoriasis Foundation campaign targeting members, patients and medical practitioners.**



GLOBAL INVESTOR MEGATREND

The Wellness Economy

GLOBAL WELLNESS ECONOMY: **\$4.2 trillion in 2017**



- The industry grew by 6.4 percent annually from 2015–2017, from a \$3.7 trillion to a \$4.2 trillion market, **nearly twice as fast as global economic growth** (3.6 percent annually, based on IMF data).
- Wellness expenditures (\$4.2 trillion) are more than half as large as total global health expenditures (\$7.3 trillion, based on WHO data).
- The wellness industry represents 5.3 percent of global economic output.

Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.

Source: Global Wellness Institute, Global Wellness Economy Monitor, October 2018



GLOBAL WELLNESS
INSTITUTE™

GWI Global Wellness Economy Monitor
October 2018, with data for 2017.



GLOBAL HEALTH MEGATREND

The Opioid Epidemic – Coming to Australia

National Drug Overdose Deaths USA 2018

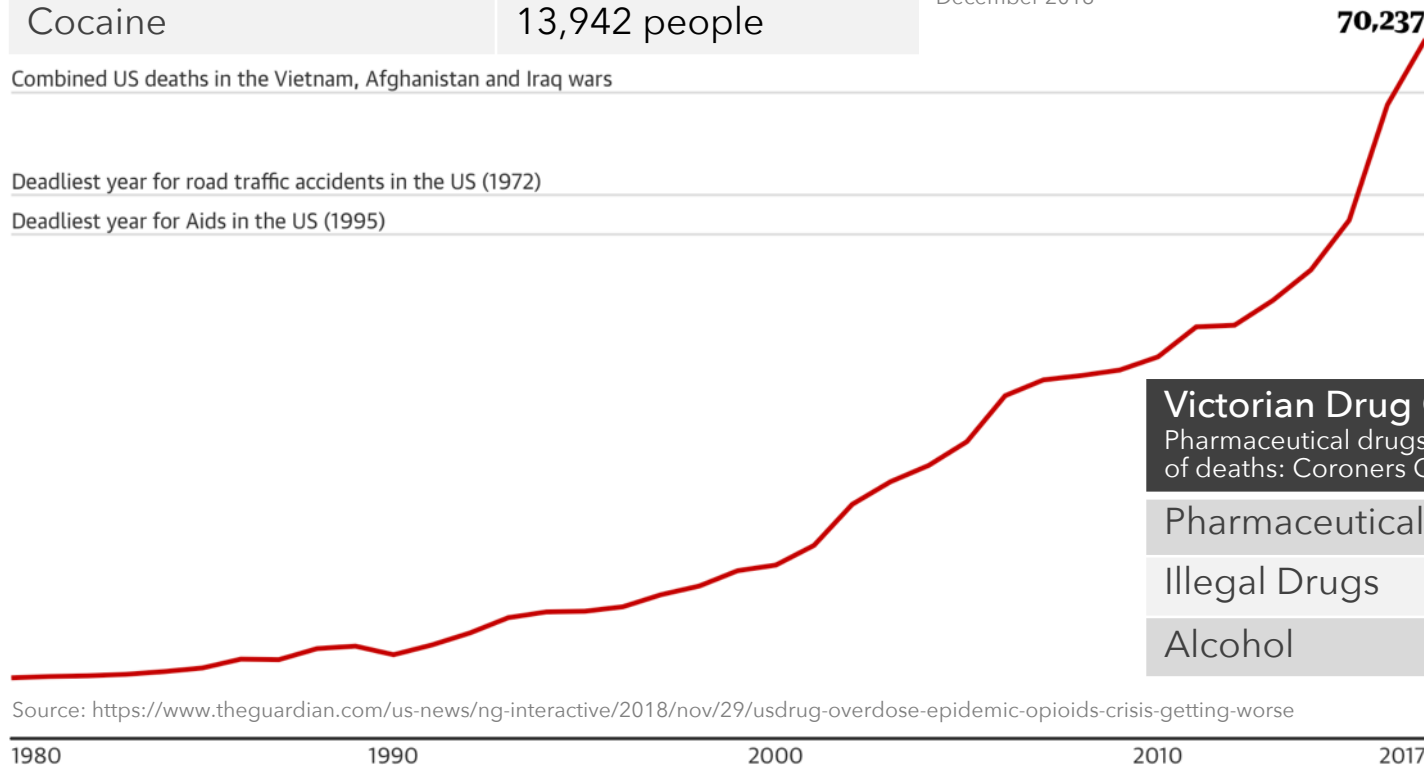
Opioids	45,495 people
Other Prescription Drugs	27,139 people
Heroin	15,482 people
Cocaine	13,942 people

Source: Centres for Disease Control and Prevention, National Centre for Health Statistics. Multiple Cause of Death 1999-2017 on CDC WONDER Online Database released December 2018

Combined US deaths in the Vietnam, Afghanistan and Iraq wars

Deadliest year for road traffic accidents in the US (1972)

Deadliest year for Aids in the US (1995)



Victorian Drug Overdose Deaths 2009-2015

Pharmaceutical drugs were found to contribute to the majority of deaths: Coroners Court of Victoria. Findings Case 408012

Pharmaceutical Drugs	80%
Illegal Drugs	40%
Alcohol	25%

Source: <https://www.theguardian.com/us-news/ng-interactive/2018/nov/29/usdrug-overdose-epidemic-opioids-crisis-getting-worse>

“ My goal, and the goal of my team at Abundant is to develop, produce and sell health and wellness products that are effective without the risk of addiction or serious side effects.

We started with non-opioid but effective relief from muscle and joint pain and now we're addressing the debilitating pain of migraine and stress headaches.

ABUNDANT CEO TONY CRIMMINS



Thank you



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