

ASX RELEASE
10 December 2019

JAT to open its Shanghai Maternity and Infant Boutique in March 2020

In a very significant development for the Company, JAT will open a Maternity & Infant Boutique in a prime retail location in Shanghai. The Boutique is scheduled to open in March 2020.

JAT believes this is an Australian-first, the first Australian company to sell dairy products through its own retail outlet in China. On opening the Boutique, JAT will complete its end-to-end supply and delivery chain. It has established its manufacturing facility in Australia, has developed its own brands and products, created its distribution network in China and finally, the first of its own retail network in a significant location in China.

Location

The Boutique is located directly opposite Shanghai Children's Hospital, Shanghai Pregnancy School, Shanghai Putuo Maternity & Infant Health Institute and Shanghai Oasis Kindergarten. The Boutique will adjoin Sinopharm Pharmacy. The CEO of JAT, Wilton Yao said:

"I believe this is a perfect site for our first China boutique. The Boutique is in the midst of institutions such as the Shanghai Children's Hospital and has a very high exposure to our target markets and demographics."

Products

The Boutique will be stocked with JAT's full range of its own products including Neuroio, Golden Koala, Oz Mia and Hopefern, as well as the new brands currently under development.

The Hui Yue Shopping Mall

On 30 May 2018, JAT announced that it was opening a boutique in The Hui Yue Shopping Mall in Zhengzhou City, Henan province. That site is a children's play centre and does not yet have a retail operation permit. The landlord and JAT are continuing to seek a retail operation permit and the boutique can only be opened once that permit is obtained.

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