

22 April 2021

The Manager
Company Announcements Office
Australian Securities Exchange Limited
Level 4, Stock Exchange Centre
20 Bridge Street
Sydney NSW 2000

Dear Sir or Madam,

Blackmores Limited (BKL) Investor Briefing Presentation 22 April 2021

In accordance with the listing rules, attached is the presentation to be delivered by the CEO Alastair Symington, CFO Gunther Burghardt and members of the Blackmores leadership team, at the Blackmores Investor Briefing today.

The briefing will be held virtually for investors and shareholders and a recording will be made available on the Blackmores Investor Centre website <https://www.blackmores.com.au/about-us/investor-centre> by Friday 23 April.

This announcement has been authorised for release by the Company Secretary of Blackmores Limited.

Yours faithfully,



Cecile Cooper

Company Secretary

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Investor Briefing

Investing for sustainable, profitable growth

Blackmores Limited

22 April 2021



Disclaimer

Forward-looking statements

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Accounting standards

The Group’s statutory results are prepared in accordance with International Financial Reporting Standards (IFRS). This presentation may also include non-IFRS financial information. The non-IFRS financial information is unaudited and has not been reviewed by the Group’s external auditors. Non-IFRS financial information should not be considered as an indication of or alternative to an IFRS measure of profitability, financial performance or liquidity.

Alastair Symington

Chief Executive Officer

Acknowledgement of Country



Agenda

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& Overview**
Alastair Symington
Chief Executive Officer

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Chief Operating Officer

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Head Of Sustainability

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Warren Mackay-Smith
Director Digital
Data & Insights

08

Q&A

Executive Team

with global experience across health, retail, FMCG



Alastair Symington
Chief Executive Officer



Business Unit Leaders



Ayumi Uyeda
Managing Director,
Australia & NZ



Kitty Liu
Managing Director,
China



Dean Garvey
Managing Director,
International



Centres of Expertise



Gunther Burghardt
Chief Financial
Officer & Enterprise
Services



Joanne Smith
Chief Marketing &
Innovation Officer



Cecile Cooper
Chief Governance
Officer



Lesley Braun
Director,
Blackmores Institute



Jeremy Cowan
Chief Operations
Officer



Jane Franks
Chief People
Officer



Raffaele D'Alisa
Director
Communications &
Corporate Citizenship



Mike Charter
Director Ventures
& Strategy



Key messages



Blackmores Group transformation is well underway.

We have simplified our operating model and are focused on our growth strategy to return Blackmores to sustainable, profitable growth. Our transformation will be enabled by reaching and influencing more consumers through a fundamental change in digital capability.



Australian vitamin and dietary supplement

category has been impacted by structural shifts and changing shopper behaviour, resulting from COVID-19.

Focus is on restoring value to the marketplace via innovation, partnering with our retailers on a great health experience and leveraging online platform to access more consumers.



Blackmores Capital Allocation Framework

is aligned with our strategic and financial objectives to ensure capital discipline. This framework is a key enabler to guide investment decisions that drive growth and long-term shareholder value and returns.



Long-standing and committed leadership in Environmental, Social & Governance (ESG)

is underpinned by investments that deliver on our responsibility to make a positive impact on “healthy people, healthy planet” through everything we do.



Continue to execute against our Growth Strategy

with focus investments in Asia, Digital, Pet and Manufacturing via offers that deliver specific consumer needs and drive distinctive, market-leading brands.

Consider M&A that has a strong fit to agreed strategy, accelerates growth and builds shareholder value.

Blackmores Group

FY21 First Half revenue
\$302.6m

Leading natural
healthcare company with
1,000 quality health products
and services

1,200+
Staff across ANZ & Asia
25% are qualified HCPs

1 in 5
Australian households
use our products¹



1.2 million
touchpoints
educating HCPs,
customers and consumers



Annually produce
4 billion capsules and tablets
with 33,000 points of global
distribution



Strong commitment
to the **environment**
and **community**



Unrivalled **quality**
standards in sourcing
and manufacturing



Purpose-led
performance-driven
culture

1. Nielsen Homescan MAT to 27/12/20



Our focus over the last 18 months has been to create a stronger, more resilient Blackmores

Over the last 18 months we have rebuilt the foundations of our business and simplified the way we operate



Organic strategy

Developed refreshed organic strategy focused on:
3 core brands,
3 focus markets and
5 consumer growth platforms



Portfolio simplification

Divested non-core assets and ongoing SKU rationalisation program. Align ANZ structure to needs of our customers while better leveraging the Blackmores Institute.



Braeside manufacturing

Acquisition and successful integration of Braeside manufacturing site to absorb higher fixed costs over time and align unique capabilities to our strategy



Leadership team

World-class leadership team with extensive global experience across Asia-Pacific, Middle East, Africa, North America and Europe



Business Improvement Program (BIP)

Ongoing initiatives focused on savings/efficiencies to allow reinvestment in high growth markets and digital



Balance sheet

Strengthened balance sheet through capital raise and debt paydown

Three market-leading brands

BLACKMORES®



#1 market share

Australia¹, Thailand²,
Malaysia³ & Singapore⁴

Most trusted brand

12 years running⁵

BioCeuticals



#1 practitioner brand

in pharmacy⁶ and leading
VDS cold & flu brand with
18% market share in
Australia⁷

paw® Pure Animal Wellbeing
By BLACKMORES



Natural health products for pets

- highest brand
awareness in Australia⁸

1. Nielsen & IQVIA, RMS/Sell Out service, Vitamins and Dietary Supplements, Australia Grocery Pharmacy, Total Retail Sales, Fiscal Year 2020

2. IQVIA sell out Thailand as of Q1 2020

3. IQVIA sell in data MAT Q1/2020, Malaysia Pharmacy Channel

4. Nielsen June 2019

5. Australia's most trusted vitamin and supplement brand as voted by Australians in the 2009-2020 Reader's Digest Most Trusted Brand Survey

6. IQVIA, MAT to 14 June 2020

7. IQVIA MAT to 14 June 2020

8. Kantar Consumer Brand Health Tracking Study November 2019

Innovating with the Consumer and Practitioner at the heart

BLACKMORES
| GROUP

BLACKMORES®



Premium, multi-action formula for energy and immune health, based on research that found 90% consumers felt run down

BioCeuticals



Immunity defence in lead-up to cold & flu season; contains clinically-proven Wellmune® ingredient

paw® Pure Animal Wellbeing
By BLACKMORES



Extends availability of mini chew range for smaller dogs; global rollout

Proudly Australian

Integrated manufacturing and quality assured supply chain

— Braeside, Victoria

Manufacturing and R&D > 30,000m² property
> 3 billion doses per annum



Warriewood, NSW

Bottling and packing

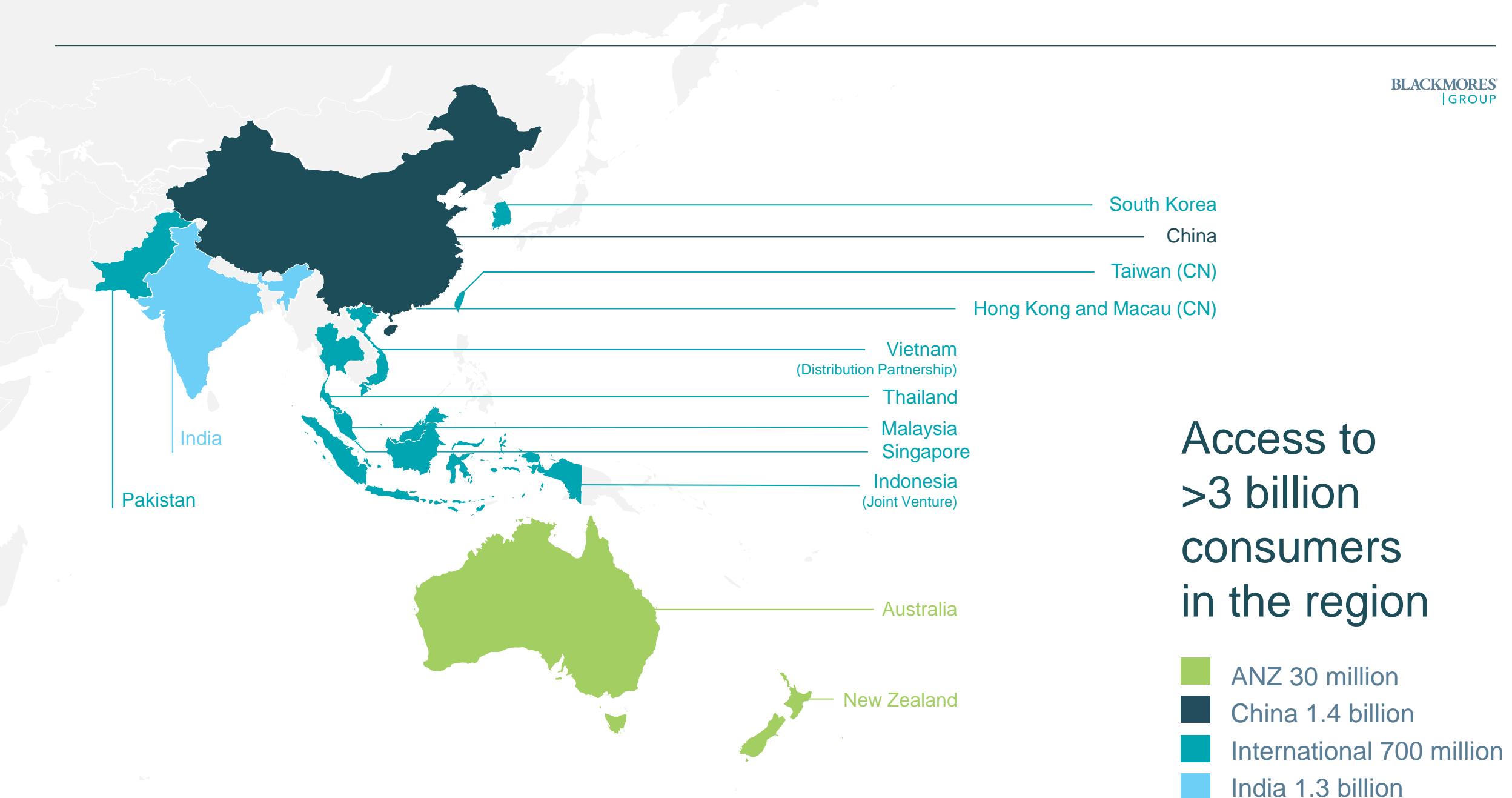
> 11,500m² facility
> 30 million units packed per annum



Bungarribee, NSW

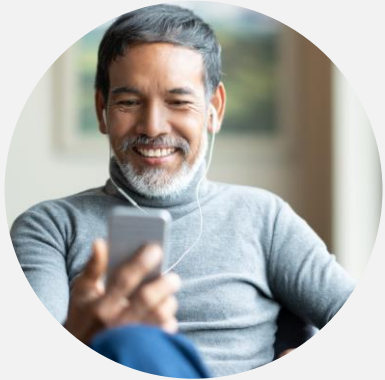
Distribution centre

> 16,000m² facility
> 7,000 orders per week



Disciplined execution of our strategy

Relentless focus on executing our key choices



Digital Transformation

Leverage digital transformation to rapidly access more consumers and transform how we operate to better serve consumers, customers and practitioners



Superior Experiences

Deliver a superior consumer and practitioner **experience** leveraging unparalleled knowledge of nature and science and our brand



Modern Career Woman

Gain the trust and loyalty of the Modern Career Women (led by China) to care for herself and her family



New Consumer Reach Halal

Reach underserved consumer groups through an assured supply chain for culturally customised products (Halal being first)



Expand Pet

Accelerate our Pet supplements leadership at home and in new markets

Connecting every
person on earth
to the healing
power of nature

BLACKMORES
| GROUP

Market Update

Health and Retail Sector

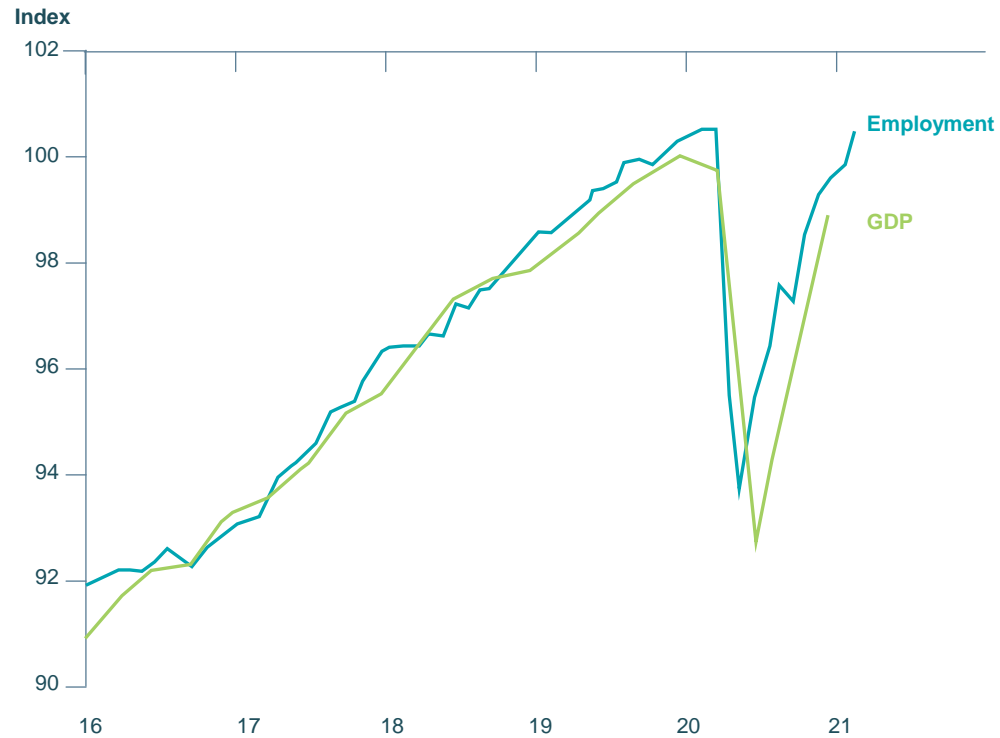


Economic fundamentals are strong

Economic activity in our key markets has bounced back strongly following the COVID-19 hibernation

Australia is experiencing a V-shaped economic recovery

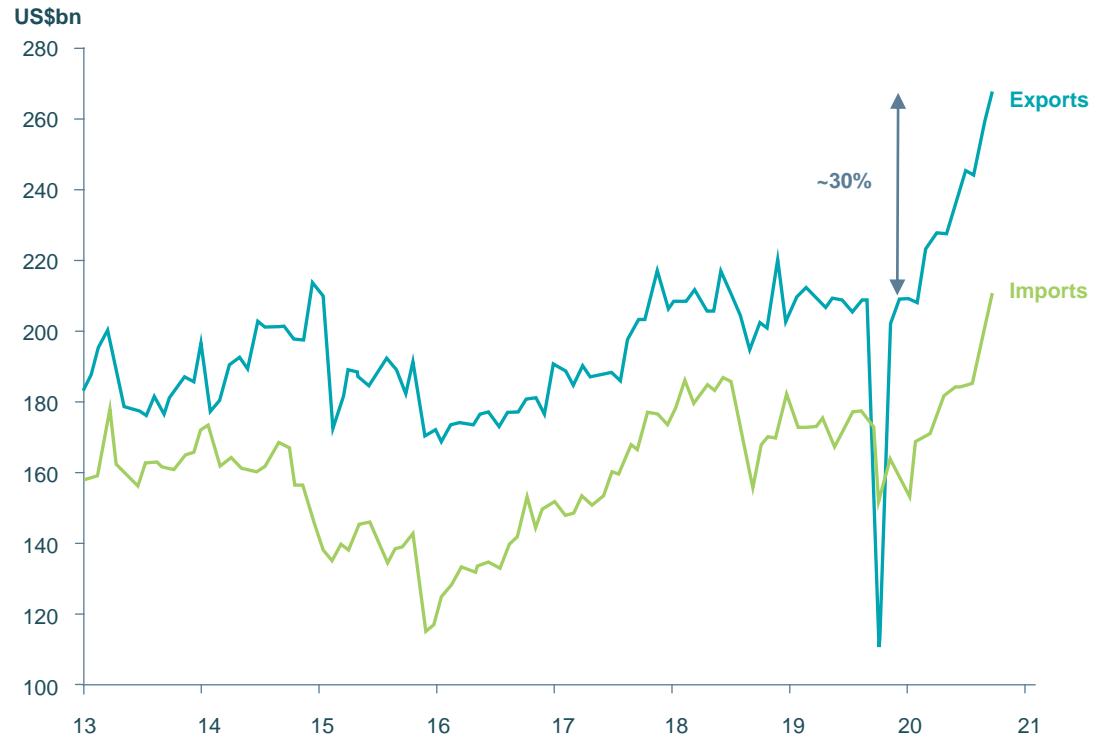
Australia GDP & employment
Q42019 = 100



Source: Australian Bureau of Statistics, Macquarie Macro Strategy

China's economy has surged to new highs

China monthly trade
Seasonally adjusted



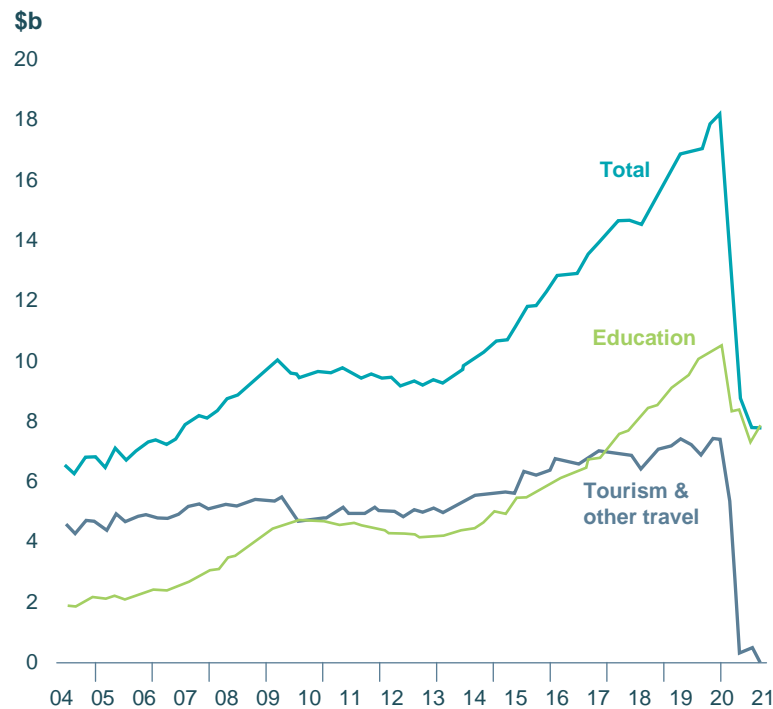
Source: Macrobond, Macquarie Macro Strategy

However, inbound spending is significantly down in Australia driven by absence of international students and tourists

By end 2020, inbound spending had fallen to 1.5% GDP vs. 3.6% in 2019

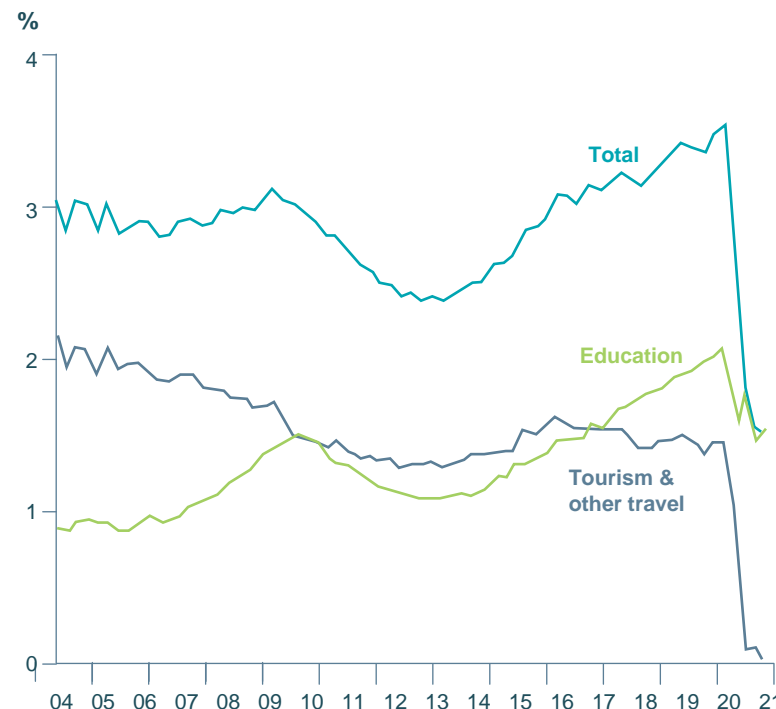
Travel-related services exports

Nominal, quarterly



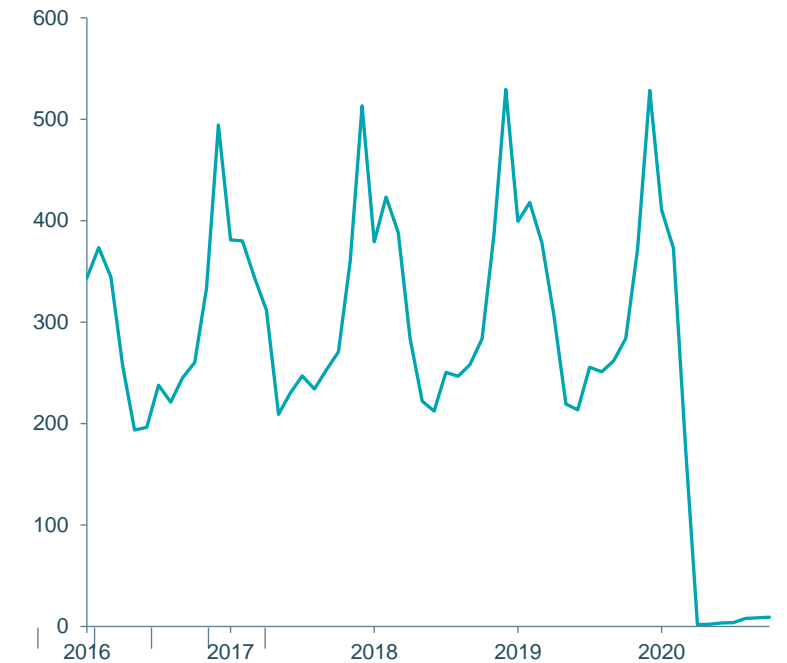
Travel-related services exports

Percent of GDP, quarterly



Border closures led to reduced foot traffic in key retailers

Monthly visitor arrivals (000s)

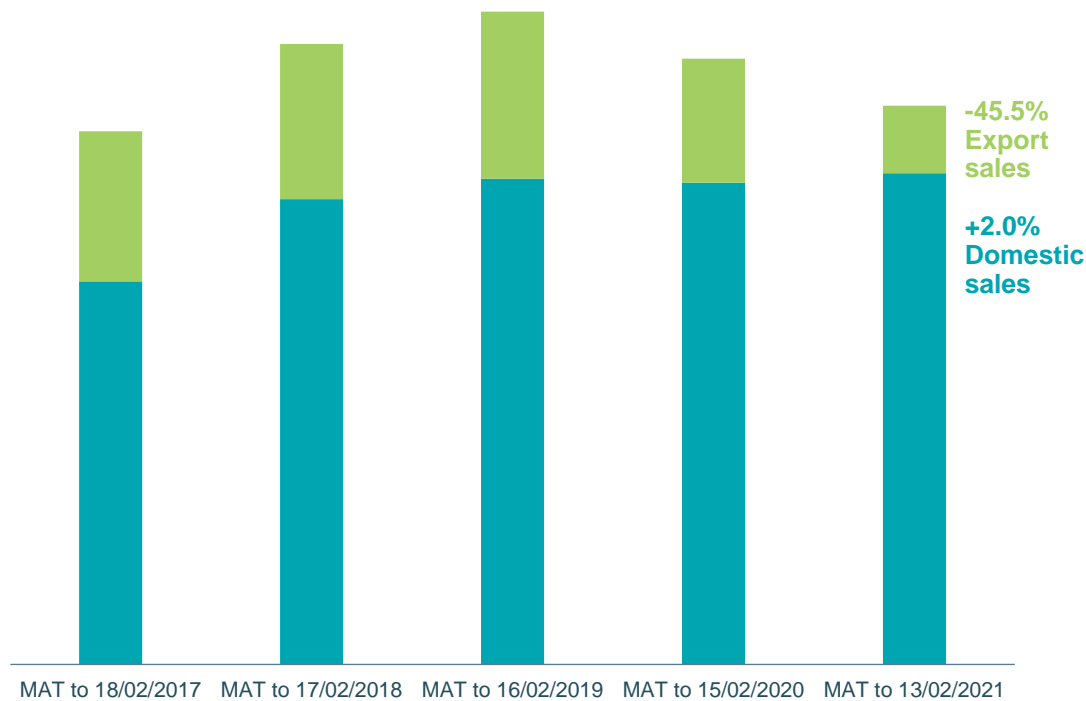


Source: Australian Bureau of Statistics, Macquarie Macro Strategy
Monthly data to Feb shows that inbound spending by students and other travellers has fallen further so far this year

Source: Australian Bureau of Statistics, Macquarie Macro Strategy

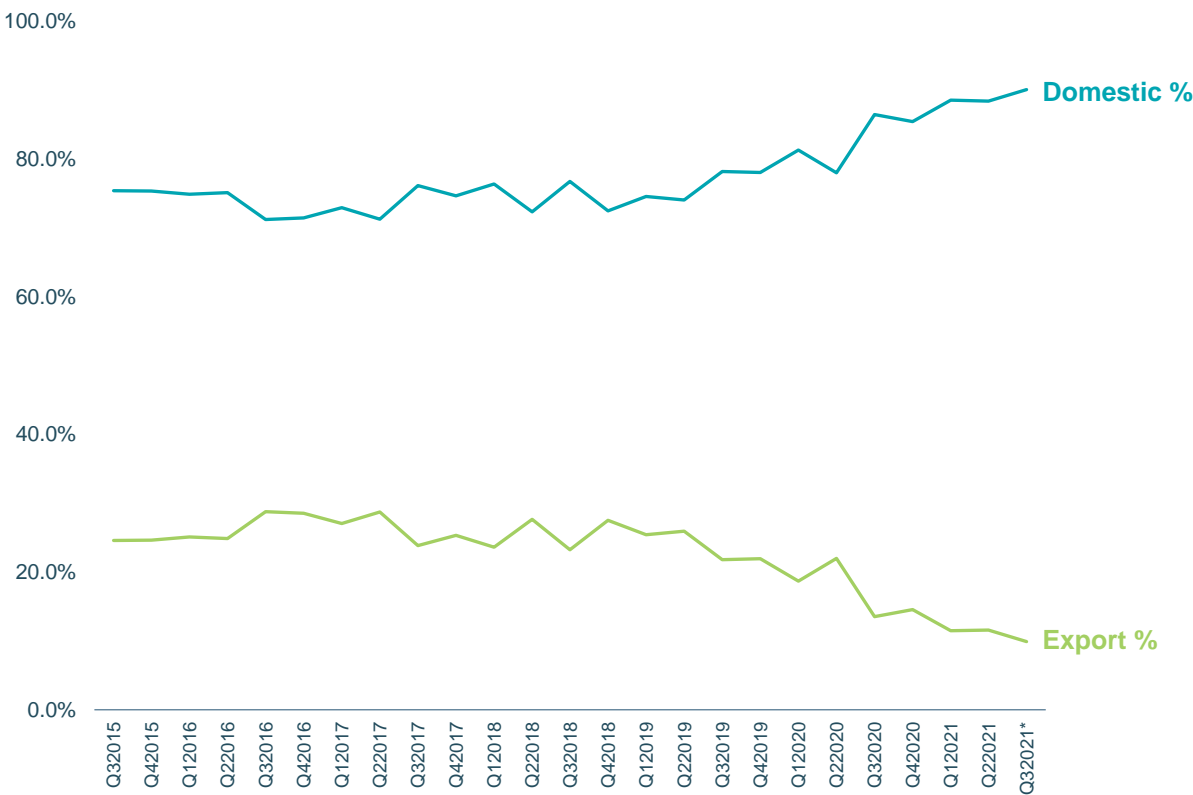
Weaker category consumption will persist well into 2022, until regular international travel resumes

Category consumption continues to decline in Australia due to lower sales to Chinese shoppers



Source: Nielsen/IQVIA, Australia Grocery & Pharmacy, Domestic/Export Split, Total VMS, MAT to 13/02/2021

Share of Australian sales to Chinese consumers continues to decline with slight increase in domestic

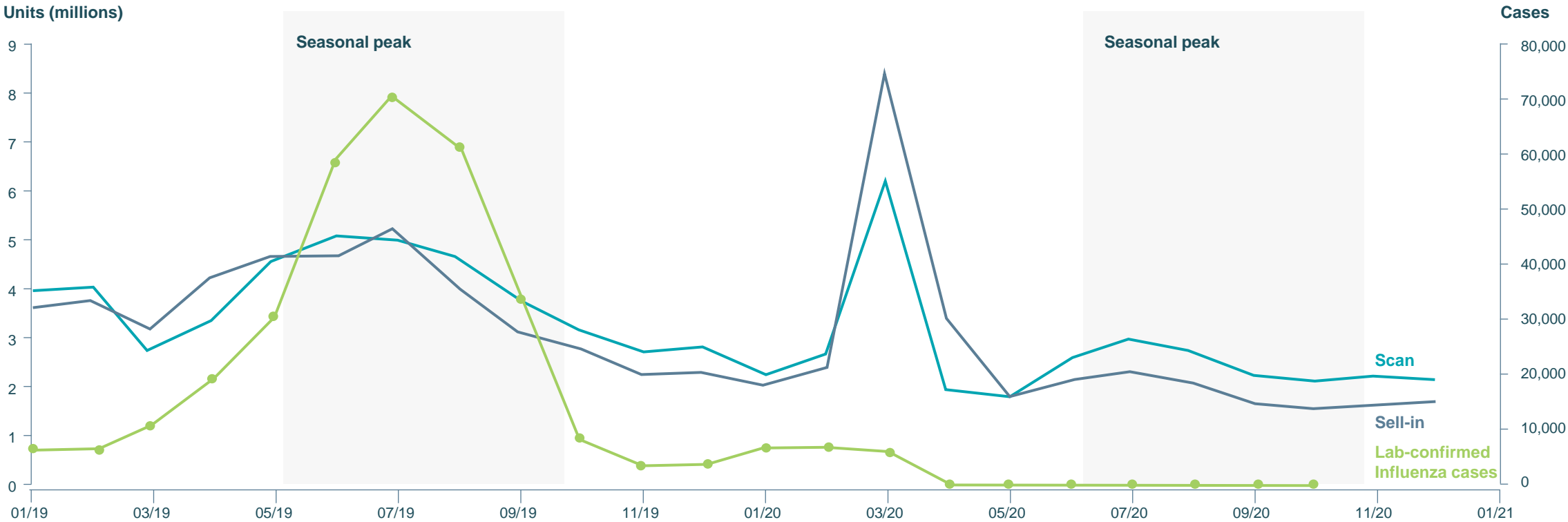


Source: Nielsen/IQVIA, Australia Grocery & Pharmacy, Domestic/Export Split, Total VMS, MAT to 13/02/2021, *Q3 2021 only consists of 6 weeks of data

The significantly milder cold & flu season has resulted in surplus stock in the pharmacy channel unlike 2019

Cold & flu surplus

Lab-confirmed Influenza cases and cold & flu pharmacy sell-in and scan units (millions)



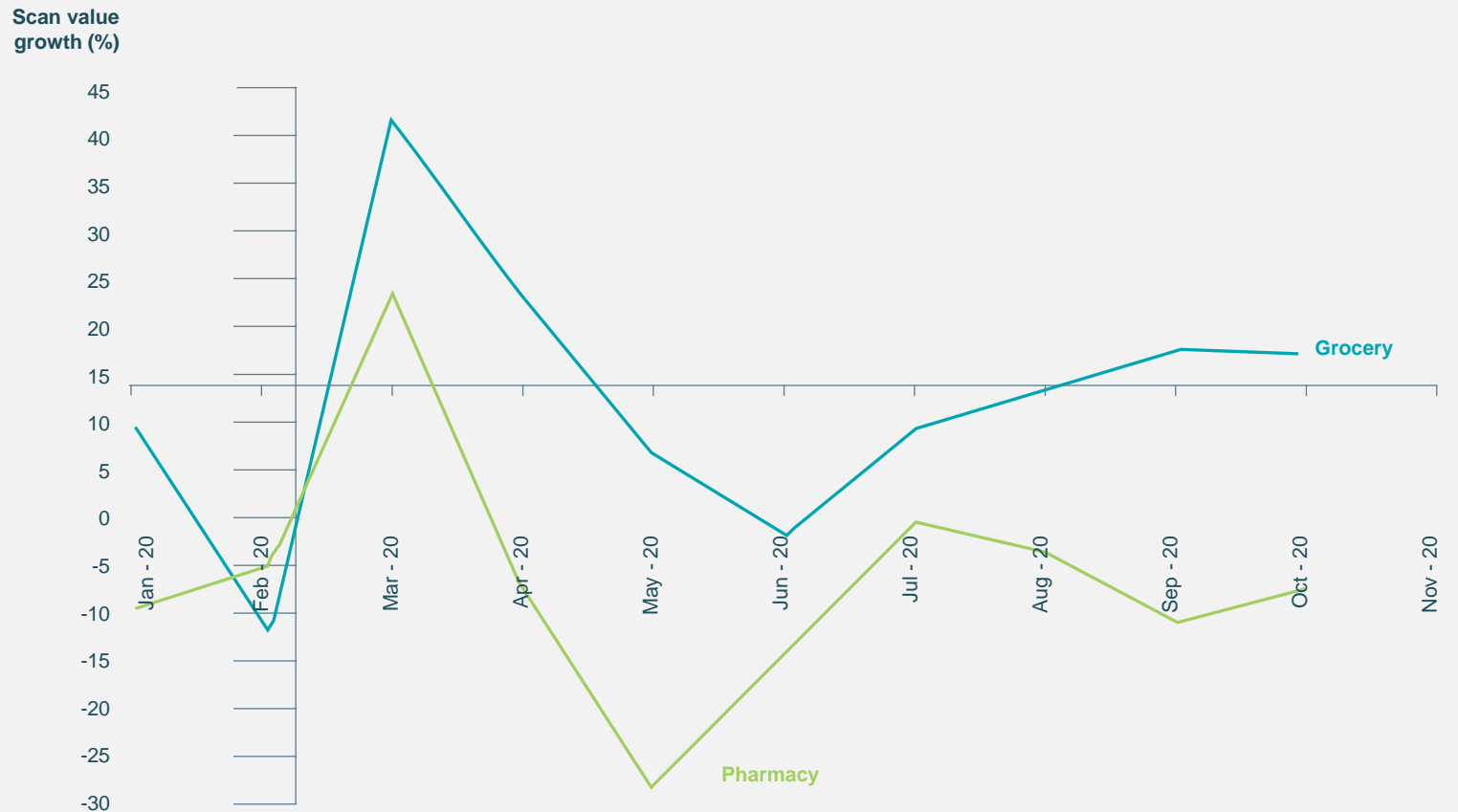
Source: IQVIA Pharmacy Scan, December 2020; IQVIA DDD; NNDSS IQVIA | Q1 2021 Consumer Health Landscape Review

Pharmacy – a key channel for vitamins and supplements has been impacted

The Australian vitamin and dietary supplement category has been impacted by structural shifts as a result of COVID-19

Grocery outperformed pharmacy in the last year

Vitamin and mineral supplements scan value sales growth by channel

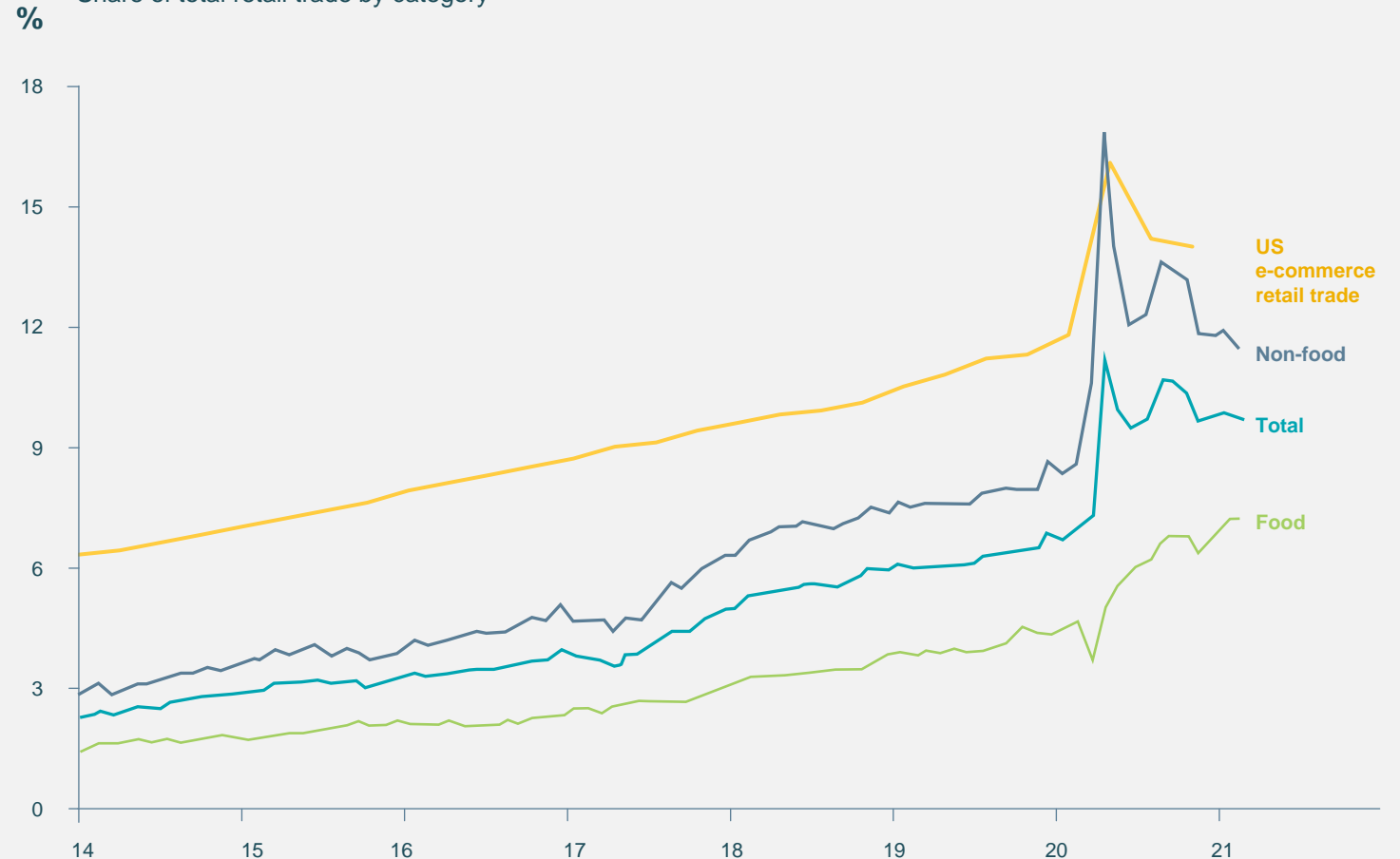


Source: IQVIA Scan; Nielsen Homescan

Shift to online creates opportunity

The online share of retail sales has edged lower as mobility has improved but is well above pre-COVID levels

Australia – domestic online retail trade
Share of total retail trade by category



Source: Australian Bureau of Statistics, Macquarie Macro Strategy

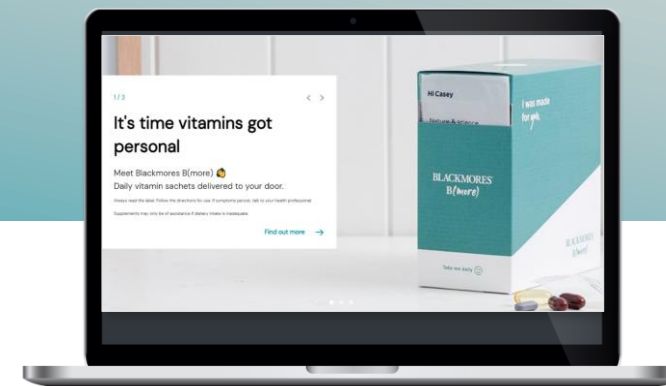
We are focused on restoring category value in Australia



Drive domestic consumption
by balancing product innovation, investing in brands and price discounting



Channel-specific brand campaigns that deliver distinctive consumer value propositions and purchase intent with shoppers



Leverage online platforms
to better access more consumers and better serve customers and practitioners

Expand reach and influence,
leveraging 90 years of
naturopathic heritage

Capital Allocation Framework

Gunther Burghardt

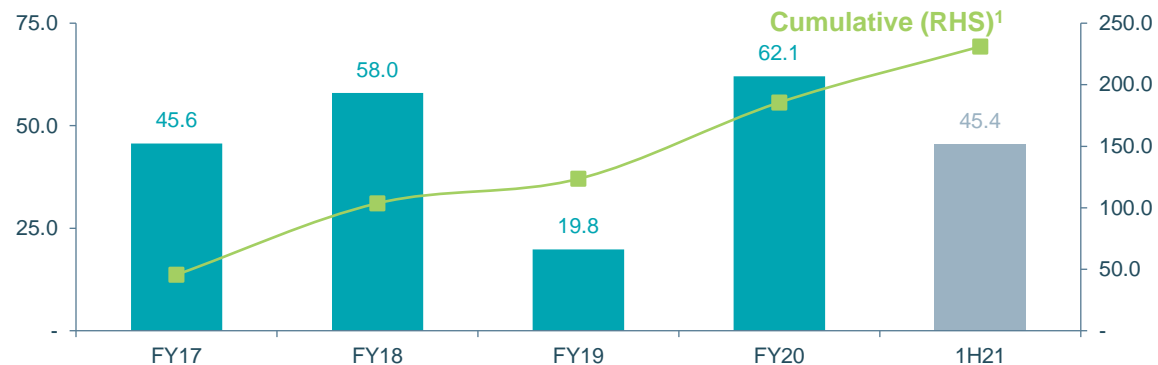
Chief Financial Officer



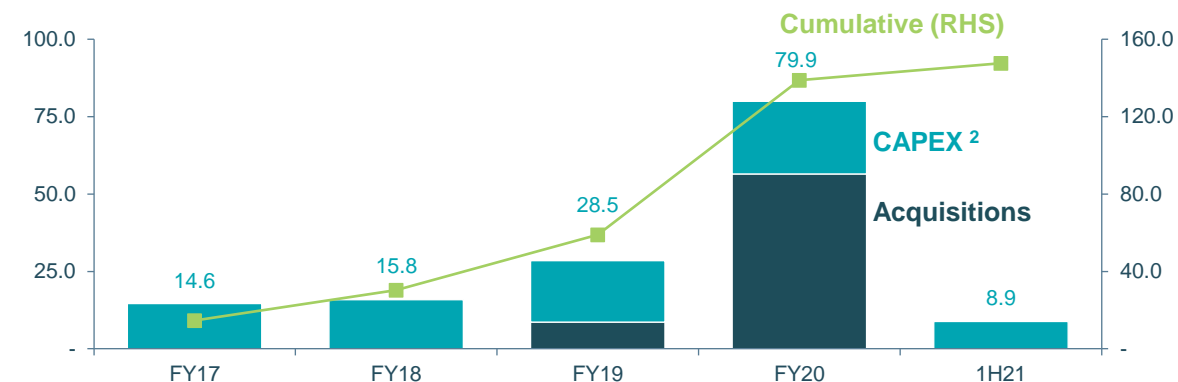
Capital management history

Blackmores has a track record of solid operating cash flows and well controlled leverage

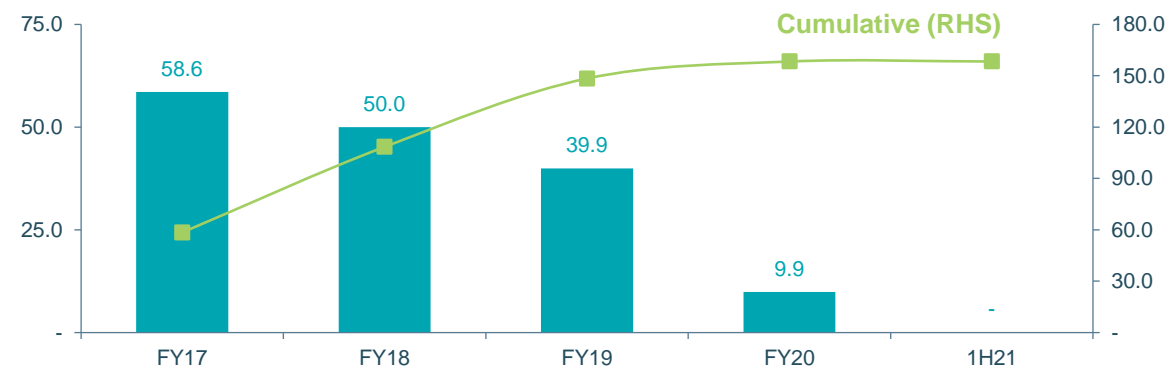
Cash flow from operations (\$m)



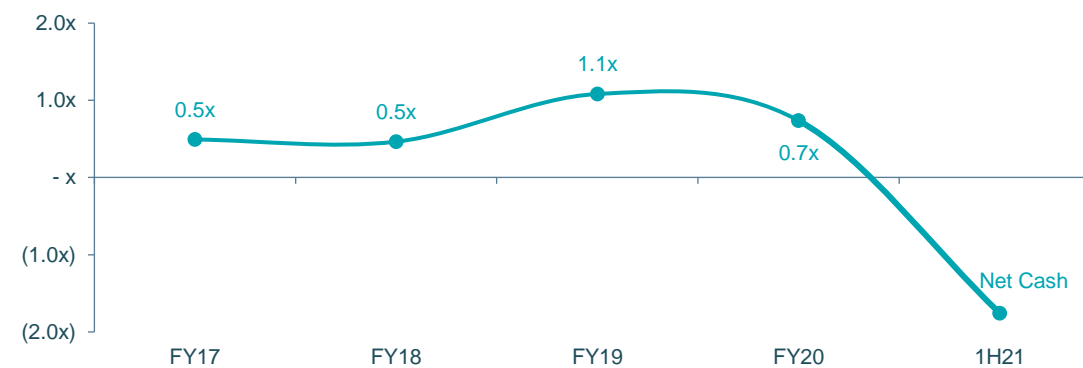
Capital investment (\$m)



Dividends³ (\$m)



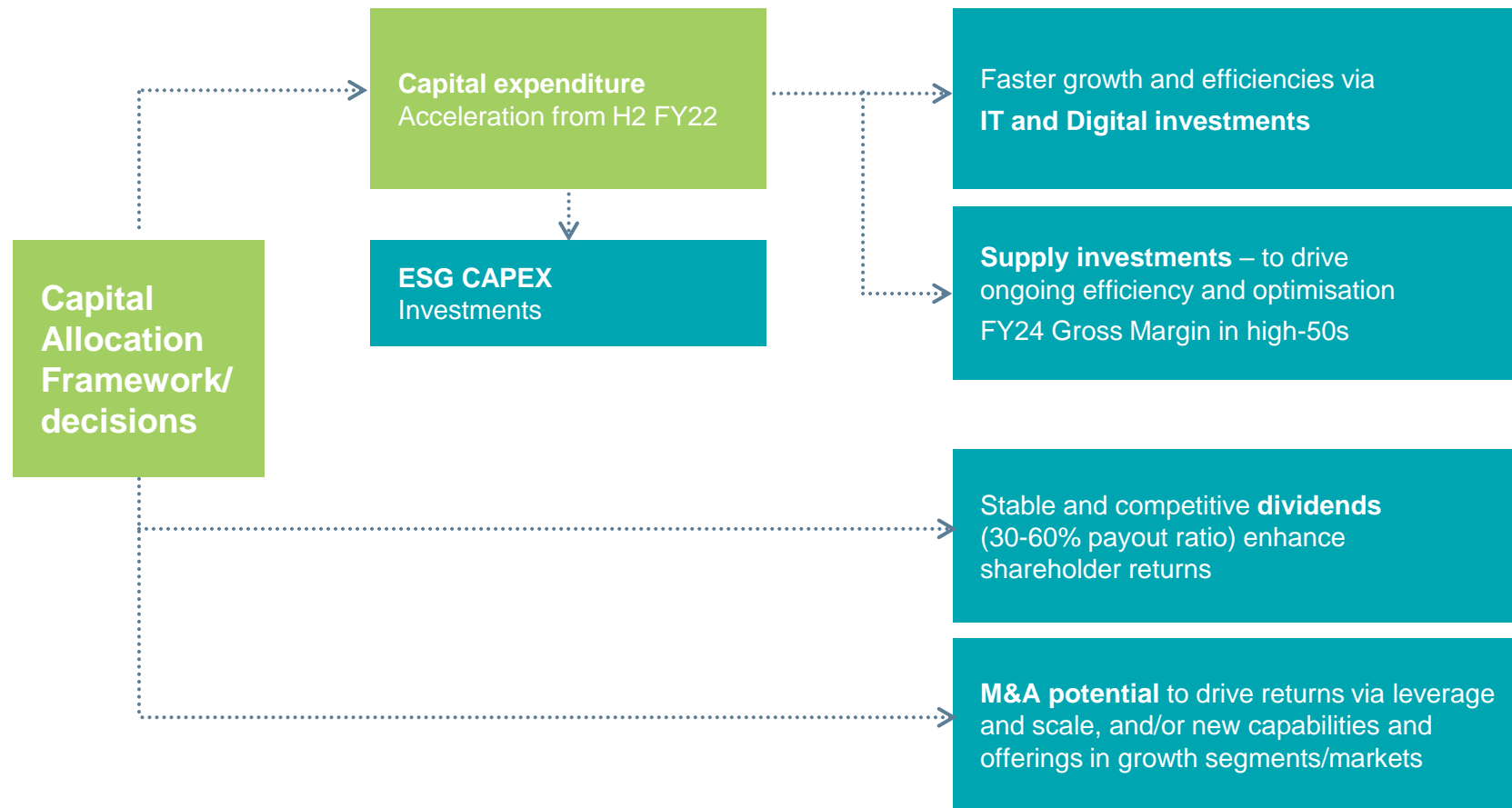
Pre-AASB 16 leverage (net debt/LTM EBITDA)



1. Cumulative Right Hand Side
2. CAPEX details in Blackmores Group Annual Report 2020
3. Dividends are shown in the period they were paid, not declared

Maximise value and returns

Balance strategic growth/efficiencies with maintenance and risk investments

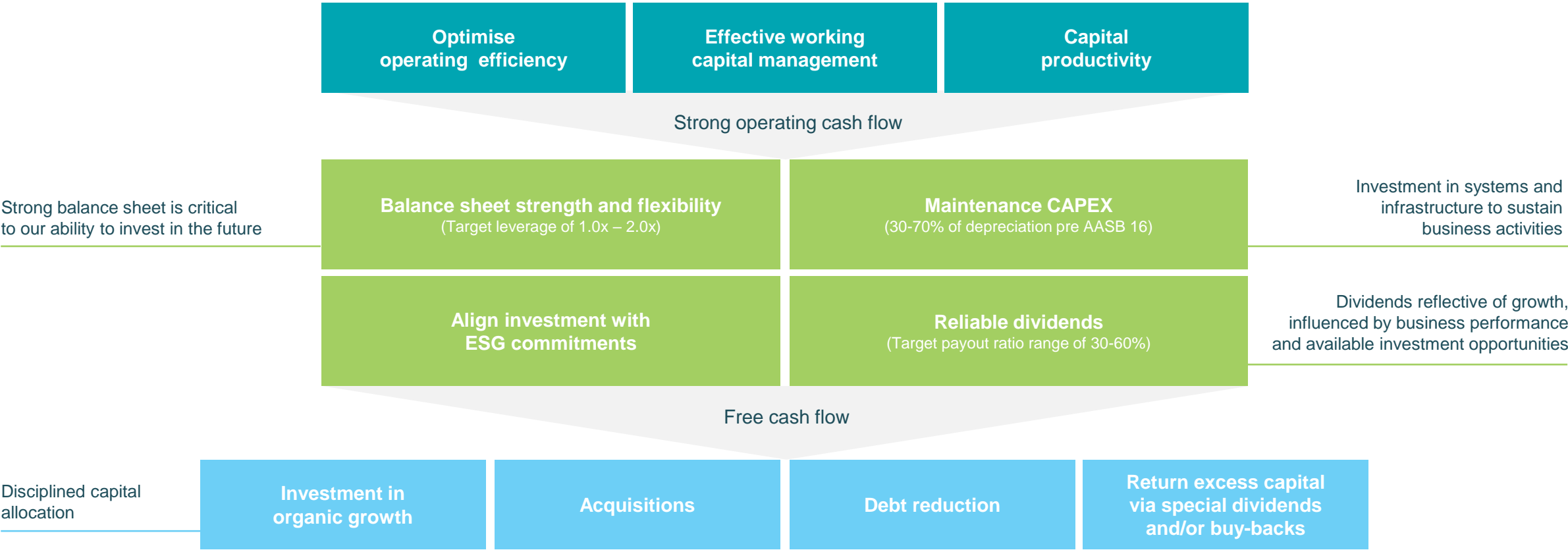


Key features of our Capital Investment Framework

- > **Focus on** safe and efficient operations of world-class assets over the long term
- > **Maintain strong** balance sheet to reduce risk and focus organisation on solid operating cash flow delivery
- > **Reward our shareholders** while “doing the right thing” in terms of our sustainability investments and objectives
- > **Excess cash** is then tested against our strategic framework to identify investments that deliver growth while strengthening our competitive advantage

Capital allocation framework

Aligned with our strategic framework to maximise value and returns; ensure ROIC > WACC



Capital allocation framework

Our Capital Allocation Framework is aligned with our strategic and financial objectives to ensure capital discipline and a focus on returns

Alignment with strategic framework

Capital plan set as part of annual business plan

Assess the growth potential of a business and the extent to which it can strengthen Blackmores' competitive advantage

Projects included in plan based on both individual and portfolio-wide assessment, taking into account interdependencies, sequencing, synergies and opportunity costs

Value maximisation

Maximisation of shareholder value is the overarching driver of capital allocation both at the business and project level

NPV and ROIC as the primary assessment metrics with payback periods, IRRs and other financial metrics as secondary benchmarks

Forecast cash flows to be appropriately risk-adjusted and broader context considered (synergies, dis-synergies etc.)

Aligned to our ESG commitments

Plan aligned to our ESG commitments

Analysis of strategic factors and other long-term objectives

Identify 3-year paybacks or better in our supply network including projects with a positive Net Present Value (NPV) to advance our sustainability objectives even if their payback periods are slightly longer

Continuous review

Iterative review of projects during and after delivery to ensure delivery of returns against projections

Investment framework reviewed at least annually to ensure it remains fit for purpose

In-depth investigation of risks (including non-financial) and returns

All investments to be evaluated against specific hurdle rates

Capital expenditure

We are expecting to reinvest in the business over the next 4 years, particularly in IT and Digital

IT and Digital

- Investments to rapidly access more consumers and transform how we operate to better serve consumers, customers and practitioners
- Up to \$10 million in digital capability investments expected in OPEX in FY22

Other CAPEX

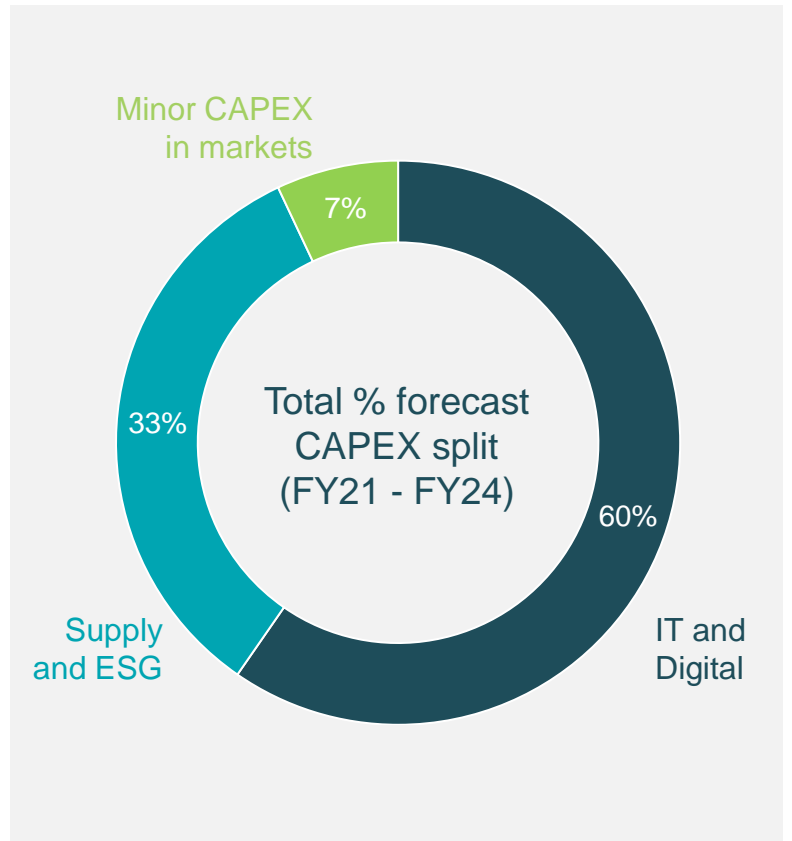
- Flexibility to invest at market and business unit level on growth opportunities

Supply Chain

- Investment in efficiency and optimisation to support growth and programs such as cultural customisation
- Provide paybacks in under 3 years
- Strategic competitive advantage
- Automation and high level of efficiencies

ESG

- Net Zero Emissions pathway
- Aligned to Scope 1-3 greenhouse gas (GHG) emissions
- Strategic sourcing and supply chain transparency



Assessing Strategic Opportunities

Mike Charter

Director – Ventures & Strategy



Context to Blackmores' M&A strategy

Our focus over the last 18 months has been to transform and simplify to create a stronger, more resilient Blackmores

Over the last 18 months we have rebuilt the foundations of our business and simplified the way we operate



Organic strategy

Developed refreshed organic strategy focused on:
3 core brands,
3 key markets and
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Portfolio simplification

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Braeside manufacturing

Acquisition and successful integration of Braeside manufacturing site to absorb higher fixed costs over time and align unique capabilities to our strategy



Leadership team

World-class leadership team with extensive global experience across Asia-Pacific, Middle East, North America and Europe



Business Improvement Program (BIP)

Ongoing initiatives focused on savings/efficiencies to allow reinvestment in high growth markets



Balance sheet

Strengthened balance sheet through capital raise and debt paydown



With a set of solid foundations, we are well positioned to explore M&A opportunities

How we think about inorganic growth

Our M&A blueprint defines the types of investments we will explore while also setting the framework which investment opportunities will be assessed against



Our M&A blueprint

- ✓ Pursue M&A investment themes that reflect the company's best value-creation opportunities
- ✓ Strategic fit to ensure shareholder value creation
- ✓ Aligned to our Capital Allocation Framework
- ✓ Enhance or leverage our distinctive capabilities and systems

Blackmores' channel and geographic positioning

The practitioner channel and Europe/North America represent future expansion opportunities for Blackmores

Blackmores' market positioning matrix

		Channel			
		Mass retail	Pharmacy	Practitioner	Online
Geography	ANZ	✓	✓	✓	✓
	China	●	●	●	✓
	South East Asia	✓	✓	●	✓
	Europe	●	●	●	●
	North America	●	●	●	●



Potential future expansion opportunity

M&A evaluation and considerations

Meet various financial hurdle requirements with value accretive for shareholders

M&A evaluation

- 1 Strategic fit review
- 2 Review of financial considerations
- 3 Risk and compliance
- 4 Integration
- 5 Management capability to execute
- 6 Digital capability assessment and link with digital strategy
- 7 Deal structuring and pricing
- 8 Due diligence by a combination of subject matter experts and independent evaluations reviewed by Board
- 9 Post-integration analysis

Financial considerations

- Earnings per share (EPS) accretion
- Return on invested capital (ROIC)
- Funding/balance sheet impact
- NPV analysis based on an appropriate cost of capital (including scenario modelling)
- Growth enhancing vs. diluting
- Synergies and dis-synergies

With a set of solid foundations, we are well positioned to explore M&A opportunities

Manufacturing and Supply Chain

Jeremy Cowan

Chief Operating Officer



Vertically-integrated global operation creating superior products



PLAN



SOURCE



MAKE



PACK



DELIVER



QUALITY

Framework to drive manufacturing excellence



End-to-end control of supply chain enables agile and efficient responses to drive our strategic choices



Efficacy and assurance of ingredients sourcing, manufacturing, packing and shipment of world-class quality products through our end-to-end network of TGA-certified facilities



Operational strategy to optimise integrated supply chain and generate value through multiple initiatives

Our stakeholders



Australian Government

Department of Health
Therapeutic Goods Administration



Australian Government

Department of Agriculture,
Water and the Environment



Integrated Business Planning (IBP) is our backbone planning process

- > Five stage planning process designed to unlock value across our entire organisation
- > Shifting horizon focus for demand and supply to 18-24 months



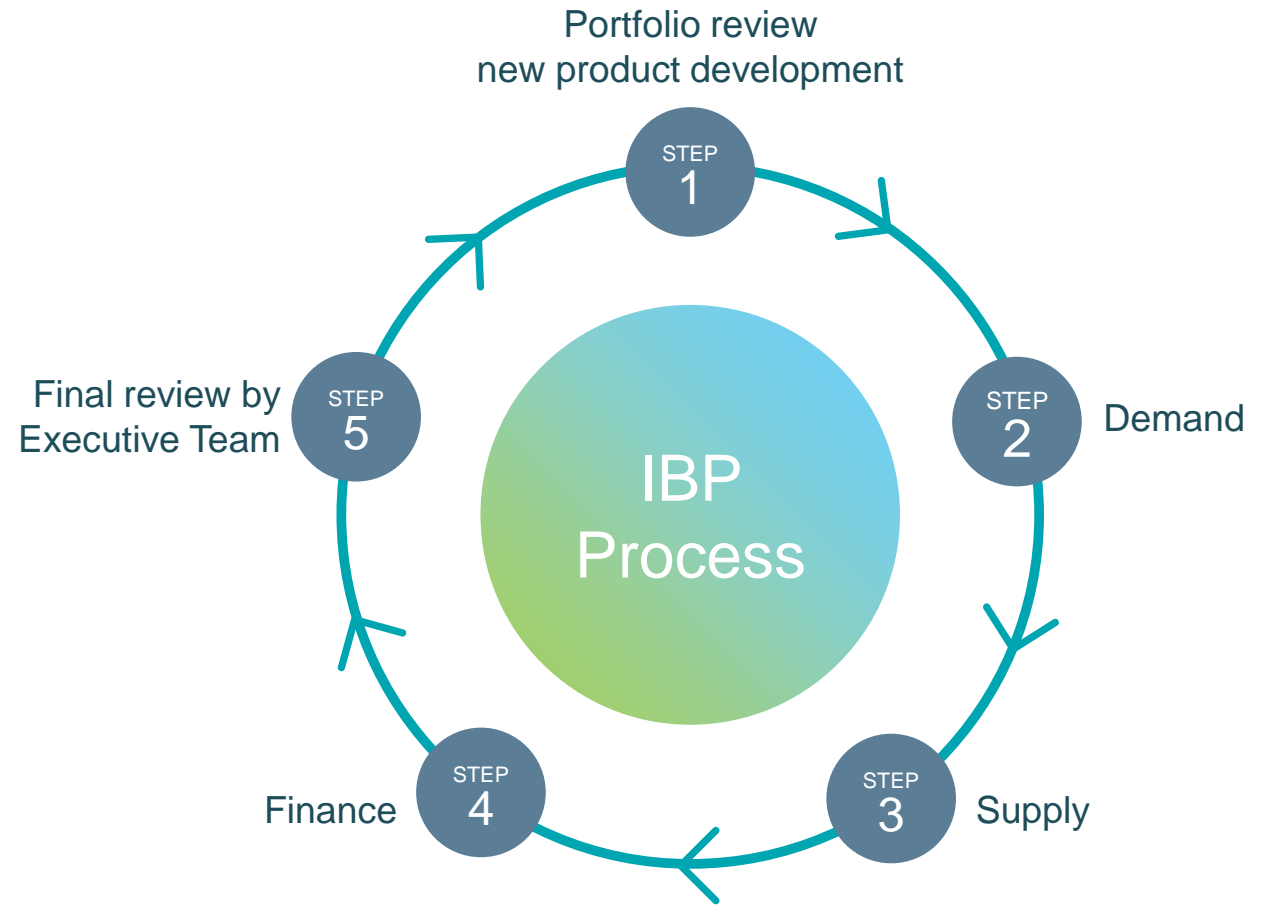
Unlocking value

- > World-class customer service levels
- > Optimising inventory management, safety stock planning and stock obsolescence
- > Reduction of air freight



Capital investment

Technology and algorithms to drive demand planning efficiencies



Strategic sourcing

- Mutually-beneficial partnerships within our supplier network to deliver long-term value
- Delivers value beyond price only – quality, service, innovation, cash, reliability, sustainability and social responsibility



Unlocking value

- Cash – inventory and terms
- Price with overall focus on consolidating supplier base to create mutual scale and synergy
- World-class customer service
- **Quality – always!**



Capital investment

Systems for supplier management and to increase transparency across supply chain



Braeside provides strategic competitive advantage

- > Australian manufacturing assurance
- > Product development capability and connected IP control
- > End-to-end certification control for unmet consumer needs e.g. Halal
- > Soft gel and solid dose capability connected to 90% of our sales volume



Unlocking value

- > Asset investment for efficiency
- > Volume and capacity growth
- > Volume certainty in our own facility – scheduling, sequencing, changeovers, scrap reduction
- > Formulation/product design optimisation



Capital investment

Advanced manufacturing capabilities that deliver scale and efficiencies, plus Modern Manufacturing Initiative grant

Ownership since October 2019:

- > 30,000m² property
- > 15,000m² facility
- > Operating 24/5
- > Employing 300 people
- > 3 billion doses per annum



Warriewood provides quality assurance for our consumers

- Australian manufacturing assurance – critical final quality control point before it reaches our consumers
- Broad capability – from small incubator to large-scale SKUs
- End-to-end certification control for unmet consumer needs e.g. Halal



Unlocking value

- Increasing bulk deliveries in re-useable vessels shared between Braeside and Warriewood for efficiency and sustainability
- Focused continuous improvement program across all six packing lines
- Significant extra capacity to be unlocked from current footprint and current fixed cost base



Capital investment

Robotic technology for safety and efficiency



Warriewood packing facility

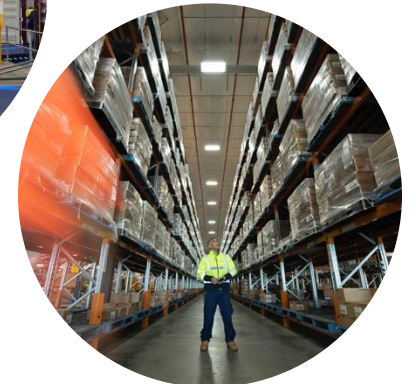
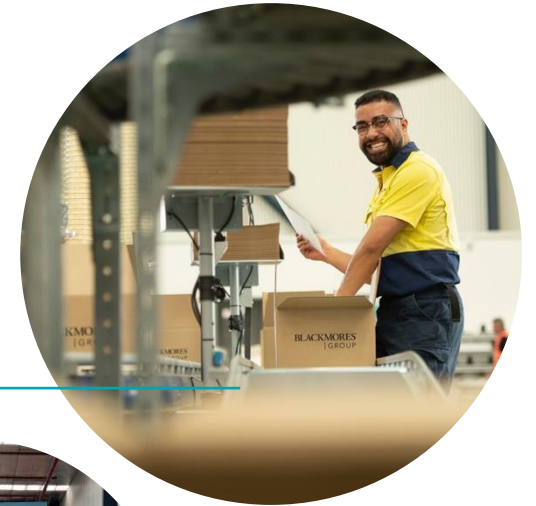
- 11,500m² building
- 30 million units packed per annum



Bungarribee Warehouse high-speed distribution centre

- > Fully TGA certified and for Blackmores' exclusive use
- > End-to-end certification control for unmet consumer needs e.g. Halal
- > Flexibility for customers - domestic, export, single pick and pallet pick capabilities

- > 16,000m²
- > 7,000 orders per week
- > 10,000+ storage pallets
- > Serving 18 global distribution partners



Unlocking value

- > Portfolio simplification and IBP traction has enabled warehouse consolidation in 2020 into Bungarribee
- > Space to accommodate future growth and channel choices (utilisation currently 58%)
- > Continuous improvement program embedded with opportunities identified for FY22 and FY23



Capital investment

Robotic technology for safety, flow and pick-face efficiencies

Quality is the foundation to our 'trusted brand' promise

- > Our world-class quality team delivers high quality and consistent natural health products and services across all brands and markets



Unlocking value

- > Industry-first real time release testing (RTRT) in Braeside
- > Laboratory efficiency and reconfiguration of workflow
- > Ongoing NIR Spectrometer technology across Blackmores' operations
- > Digitisation of records, data and workflow



Capital investment

Software for process automation and artificial intelligence



Leading value position

Capturing supply chain value

Leading Value Position (LVP) is the official program office which captures all value creation for Blackmores Group

Distinct value streams linked to KPIs

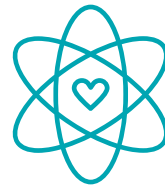
- › Plan
- › Source
- › Make
- › Pack
- › Deliver
- › Quality

FY21

\$10m
in value

FY23 annualised

\$30m
in value



Unlocking value is critical to fuel our overall business strategy

BLACKMORES
| GROUP



Connecting every
person on earth
to the healing
power of nature

ESG commitments

Sally Townsend

Head of Sustainability

BLACKMORES
GROUP

Progressing ESG at Blackmores



Committed to Net Zero Emissions by 2030

with a clear pathway of emissions reduction initiatives mapped.



Development of Climate Change Resilience Model



Deepened Supply Chain Transparency

to assess and address the risk of Modern Slavery, integrating this program into new procurement standards to understand the impact of our business on people and the environment.

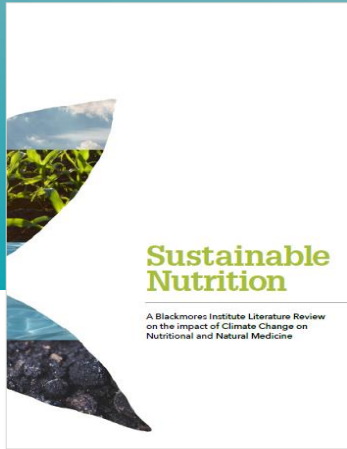
Full packaging review underway with sustainability a key focus.



Strengthened Governance & Systemisation

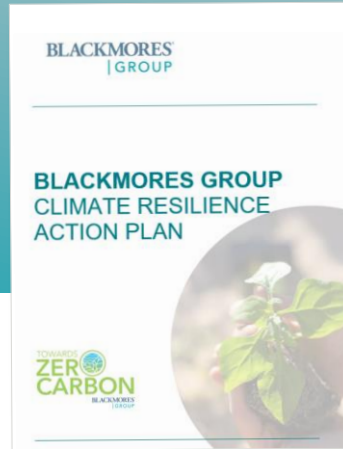
of the controls and metrics to support continuous improvement.

Climate change resilience



Informed by science

- › Blackmores Institute literature review



Risks integrated into enterprise risk framework

- › Adaptation plan addresses operational and strategic impacts and transitional risks
- › Informed by regular Climate Change Scenarios



Ingredient sensitivity financial model

- › Quantifies the financial impacts of the risk assessment of climate-related threats to our supply chain
- › Will inform our mitigation and adaptation actions
- › Reporting aligned to Task Force on Climate-related Financial Disclosures (TCFD) recommendations



Systemising climate risk management

- › Integrated into strategic sourcing framework
- › Board and Executive Team sponsored
- › Alignment to incentives

Protecting natural capital



Broadening the scope
of sustainable and
ethical sourcing



Identifying potential
biodiversity interdependencies



Growing understanding
of water cycling, soil nutrients,
identification of pollinators and
monitoring of climate change
impacts



Embedding these elements
into the strategic sourcing
framework together with
human rights and climate
change impact assessments



Reviewing opportunities
to align certified offsets
programs to conservation
initiatives in relevant geographic
regions necessary for a resilient
supply chain



How we are addressing the risk of modern slavery



Human rights policy



New sourcing standards



Partnering on risk assessment and mitigation



Third party audit



Industry working group

Our approach is to foster good governance and effective collaboration



Our future focus



Climate change

Towards zero emissions

Business resilience



Sustainable and ethical supply chains

Sustainable sourcing

Towards zero exploitation



Sustainable packaging

Optimise recyclability

Future-proofing
packaging formats

Connecting every
person on earth
to the healing
power of nature

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Digital Transformation

Warren Mackay-Smith

Director



The digital future



Blackmores' FY24 aspiration

Connect **1 billion** people to the healing power of nature through our brands

	China	India	Indonesia	Australia
Population	1.44b	1.39b	274m	25.6m
Internet users	939m	624m	202m	23m
Bought something online	77.4%	57.3%	87.1%	74.8%

Source: Wearesocial.com Digital Report 2021 – Australia, India, Indonesia, China



We are accelerating our digital transformation

Consumer behaviours and expectations are changing rapidly



COVID-19 has moved
**shoppers online with
most likely to stay in
the channel**



New business models
and new ways
to access health
products and services
(e.g. telehealth)



New digital
brands who are
focusing on health
and nutrition
products (e.g.
subscription model)



Data-led
consumer insights
to inform product
development,
content and
services

A view of our digital business today

We have a solid foundation to build on



Size of our
e-commerce business

25%

of sales via owned and
partner digital channels



Growth of
e-commerce

25%

growth in the
past year



Marketing
spend

50%

of our advertising
spend is digital



Leading digitisation
of education

100%

of education
courses online

Opportunity to accelerate what is working and build where needed

Our digital strategy



Access to new consumers

Connecting them to our brands and the healing power of nature

- Connect via digital - advertising and content
- Win on e-commerce platforms e.g. Tmall, Lazada



Empowering practitioners and retailers

Innovation and/or superior end-to-end digitally enabled experiences to better serve our customers and deliver better health outcomes

- Digital communication
- B2B e-commerce



Health eco-system

Identify digitally-led innovation and integrative health solutions beyond the bottle

- Personalised content, recommendations
- Digital naturopathy
- Preventative care



Creating world-class operations

Enabling data-led decisioning and automation of key processes, whilst ensuring the safety of our products and people

- Digitally-enabled operations
- Automation of processes
- Supporting our high level safety and quality

A phased approach

Starting with e-commerce through to customer and consumer intimacy

Horizon 1: FY22

E-commerce optimisation

Expansion through our current partners

Find new consumers online
and help them buy our brands



Horizon 2: Mid FY22 - Mid FY23

Customer experience

Make it easier for our practitioners
and retailers to do business
with us and recommend us



Horizon 3: FY23

Consumer data, content and ecosystem

Capture consumers online and
convert in our channels (direct to
consumer)



Initiatives:

- > Pet into new markets
- > Win in international e-commerce by applying China best practice



Initiatives:

- > Practitioner platform
- > Group customer relationship management (CRM)
- > Group e-commerce



Initiatives:

- > Content optimisation
- > Consumer insights via data
- > New business models

Choiceful and prioritised phased investment that builds over time

Alastair Symington

Chief Executive Officer

Blackmores has the future in mind



*Connect every person on earth to
the healing power of nature*

Connecting every
person on earth
to the healing
power of nature

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Q&A



Appendix – Acronyms used

Acronym	Meaning
AASB	Australian Accounting Standards Board
ANZ	Australia & New Zealand business units of Blackmores, BioCeuticals and PAW
B2B	Business 2 Business
BIP	Business Improvement Program
CAPEX	Capital Expenditures
CRM	Customer Relationship Management
DIFOT	Delivery in Full, On Time
DTC	Direct to Consumer
EPS	Earnings per Share
ESG	Environmental, Social & Governance
GDP	Gross Domestic Product
GHG	Greenhouse Gas
IBP	Integrated Business Planning
IP	Intellectual Property

Acronym	Meaning
KPI	Key Performance Indicator
IRR	Internal rate of return
LVP	Leading Value Position
M&A	Mergers & acquisitions
NIR	Near Infrared
NPV	Net Present Value
OPEX	Operating Expenses
ROIC	Return On Invested Capital
RTRT	Real Time Release Testing
SKU	Stock Keeping Unit
TCFD	Taskforce on Climate-related Financial Disclosures
TGA	Therapeutic Goods Administration Australia
VDS	Vitamins & Dietary Supplements
VMS	Vitamins, Minerals and Supplements
WACC	Weighted Average Cost of Capital

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