



Strategic acquisition of Pryde's EasiFeed

Investor overview

23 December 2021

SunRice (ASX:SGLLV)

Pryde's EasiFeed Overview



Established in 1986 by
Peter Pryde and the
Pryde family

1

Strong branded sales

(revenue of \$30M and EBITDA of \$6.5M)¹ through active end-user engagement & education, long-held relationships with customers, high profile sponsored riders and major sponsored events across Australia

2

High quality and nutrition-led offering

through an end-to-end (foal to retired) portfolio designed to address a multitude of metabolic, performance, weight and pasture conditions

3

Multi-feed format capabilities

with a focus on high-quality extruded products through an equine-only facility strategically located in Gunnedah, NSW with access to raw materials through the Liverpool Plains

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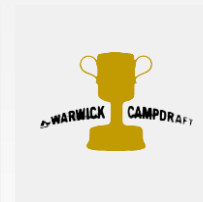
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MAJOR SPONSORED EVENTS

+30 OTHER SKUS



BioMare Cubes



Old Timer



EasiSport



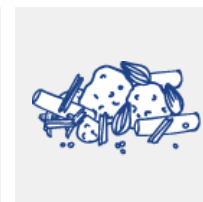
EasiPerformance



Extruded
Cubes



Pellets
Grain-free, Balancers,
Top-ups



Sweet Feed

1. Based on unaudited financial statements for year ended 30 June 2021

Strategic Rationale

The acquisition will increase the scale of the CopRice business, support diversification into high-value branded equine segments, and provide an opportunity to leverage existing assets in due course

ACQUIRING PRYDE'S IS EXPECTED TO PROVIDE



High-quality branded earnings

Scaled share in high-value equine segments through the success of hero products that resonate with end-customers (e.g. BioMare, EasiSport)

Pryde's has generated consistent historical earnings profile from branded products



Strong expertise and capability in the equine feed market

Commitment to serving & educating a customer base that values the health, well-being & performance of their horse 'companions'

Loyal and long-held customer relationships in key equine regions



Potential to leverage existing CopRice assets

Opportunity to expand capacity & support growth in VIC, NZ and other export markets through leveraging CopRice's existing manufacturing facilities and SunRice's investment in its Stabilised Rice Bran plant in Leeton



Complementary market offerings

Strategic interlocks through Pryde's deep equine know-how and SunRice's national and global footprint & access to rice bran



Earnings per share accretion

Earnings per share accretive in the first full financial year of ownership

Alignment to SunRice's 2024 Strategy

The investment demonstrates ongoing delivery of SunRice Group's 2024 Growth Strategy

Our objectives are to...



Increase
profits and reducing earnings volatility



Adapt
our product range to take advantage of changing food trends



Secure
a sustainable and reliable global supply chain

How are we planning to achieve this?

1

Cement a global supply chain ensuring quality & sustainability

2

Accelerate the growth and diversity of our strong, cash generative portfolio, including further investment in CopRice & Riviana

3

Use our capabilities to meet evolving food trends in healthy eating & snacking

4

Reposition Australia as the supply chain of choice for premium branded product

5

Be recognised for our high performance

A

Diversifying into new markets – with high quality rice of trusted provenance

B

Assurance of quality & sustainability – with traceability

C

Being recognised as a leader in healthy snacking

D

Leveraging our unique position – exploit global fascination with sushi

E

Operating a strong food ingredients business

F

Playing a pioneering role – with unique low GI Rice



Thank you_____

