



East 33 Limited

ASX ANNOUNCEMENT

For immediate release

10 June 2022

Acquisition - Oyster Cloud Agritech

East 33 Limited (ASX:E33) announces the acquisition of industry leading agri-tech company Oyster Cloud.

Oyster Cloud is the world's most sophisticated aquaculture management technology system which enables highly sophisticated farm management, inventory tracking and workflow optimization and detailed network planning.

Over the last two years East 33 has been working extremely closely with Oyster Cloud to build farm management modules which are now mission critical to efficient ongoing operations of large-scale farming.

East 33 will continue to support all Oyster Cloud users in a highly private and secure fashion. Beyond the Australian oyster industry, Oyster Cloud has global application in the broader shellfish industry.

This marks a major milestone in East 33 ongoing modernization of its farming practices and ensures a critical foundation for future productivity gains. East 33 has already seen significant operational benefits from Oyster Cloud including:

- Detailed visibility on inventory and stocking density,
- Optimization of labour resources and planning, and
- Farming network optimization and environmental contingency planning.

"Working with a sophisticated group like East 33 and having access to such a deep level of oyster farming knowledge across multiple locations has been a dream for Oyster Cloud and now with this acquisition by East 33 we can make available all the East 33 bespoke built enhanced features to all Oyster Cloud users" said Matt Toan, Founder and CEO of Oyster Cloud.

East 33's will continue to improve Oyster Cloud's functionality and effectiveness to ensure both East 33's path to operational efficiency and that of all Oyster Cloud users.

Announcement Ends

About East 33 Limited

East 33 is dedicated to pioneering the world's best oyster culture, by empowering the people behind it, caring for the places that support it, and delivering moments to be savoured. East 33 represents quality, a dedication to the authentic and an inspired future, focused on delivering a moment of joy.

East 33 is the largest vertically integrated Sydney Rock Oyster producer, processor, and supplier. Operations span all elements of the Sydney Rock Oyster industry from hatchery, nursery, and production farmers to processing facilities, eCommerce, ShellarDoor™ restaurant program, and international trade.

East 33's current operations are based in the Wallis Lake, Port Stephens, Camden Haven and Manning River regions of NSW, and over 130 years of collective of farming knowledge. Learnings are being harnessed to deliver the next stage of improved breeding, technology, and sustainable farming techniques to propel the industry for generations to come.

Sydney Rock Oysters are extremely rare natively thriving in just 41 locations on the east coast of Australia centred on latitude 33 degrees – providing the namesake for East 33 Limited.

For further information, please contact:

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