



鹰君健康控股

EAGLE HEALTH HOLDINGS LIMITED

ASX:EHH

Eagle Health Holdings Limited

Investor update – September 2017



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Business Overview



- Developing, manufacturing, marketing and distributing health food and nutritional products in China
- Selling into over 23 provinces in China
- Customers include supermarkets, pharmacies, trading companies and health food stores

Our Mission

Help people live healthier lives on their road to success

Our Vision...

To be a leading enterprise in the nutrition, health & wellness industry

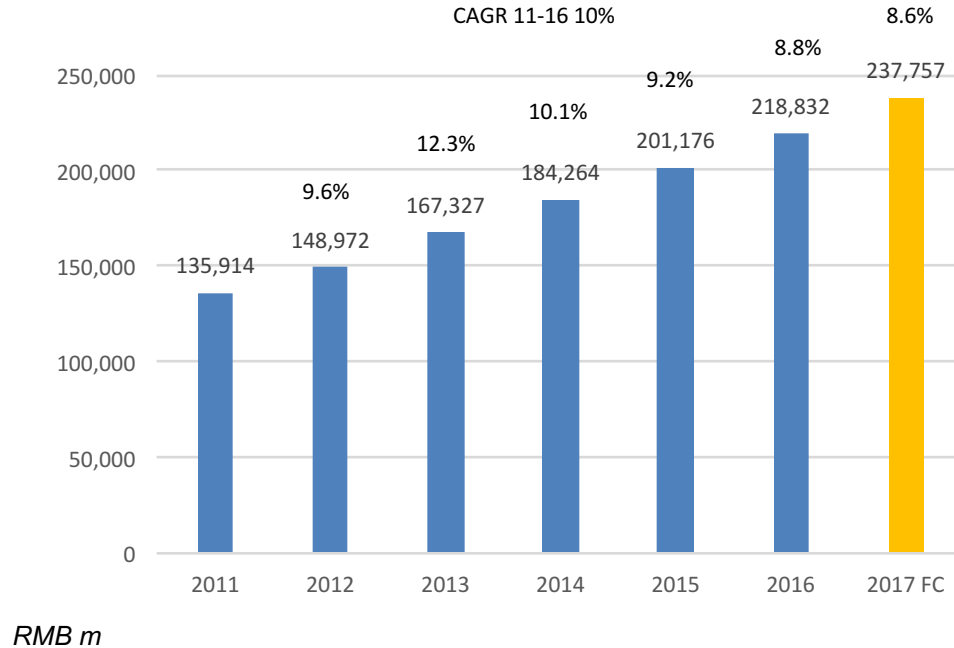
Business Overview



- A nutritional products business founded in *2001*
- *Vertically integrated* business model
- Nutrition, health and wellness category \$43b has huge *growth potential* in China (world's 2nd largest)
- *Diversified* product portfolio
- Proven *R&D* capability
- Trusted and recognised *brand*
- *Track record* of profitability and growth
- Established *distribution channels and networks*
- Established *business operations in Australia*
- *Multiple avenues for growth*
- Experienced *Board and Management*



China nutritional supplements market –2nd largest



Growth driven by strong fundamentals

- ✓ Increasing disposable income and middle class population
- ✓ Rising health consciousness and improved lifestyles
- ✓ Rising levels of health problems
- ✓ An increasingly aging population
- ✓ New regulations and national industrial policies promoting market development

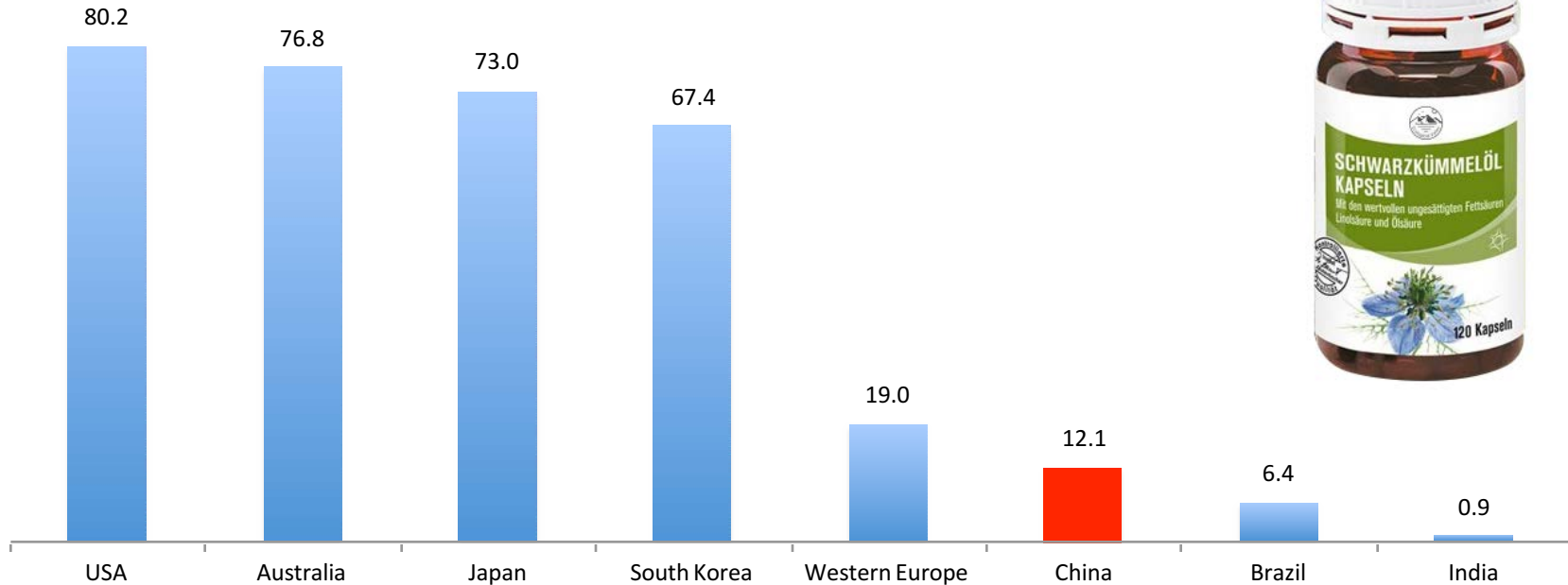
Market potential



Low per capita expenditure implies long-term growth potential

Per Capita Expenditure on Dietary Supplements in China & Other Countries

US\$



Source: Euromonitor International

Financials

Half year to June 2017



Financials – Highlights



Half year to June 2017

Key drivers

- Revenue growth of 9% vs year ago driven by increase in distributors (258 to 300)
 - ↑ advertising to drive brand awareness
 - ↑ in costs vs budget, freight, consulting - IPO related costs
 - ↑ COGs Forex 5.2 vs 4.7 & raw materials +2%



Financials – Consolidated statement of profit or loss



	\$AUDm	Half Year 30 June 2017	Half Year 30 June 2016	Vs YA
Revenue		35.8	32.9	8.8%
Cost of goods sold		(17.2)	(15.2)	13.2%
Gross profit		18.6	17.7	5.1%
Other revenues		11.8	58.8	
Sales and marketing expenses		(6.5)	(6.1)	6.6%
Distribution and freight expenses		(1.4)	(1.2)	16.7%
Research and development expenses		(1.5)	(1.3)	15.4%
Other expenses		(2.3)	(0.87)	164.4%
Finance costs		(0.18)	(0.43)	
Profit before income tax		6.7	7.8	
Income tax expense		(1.7)	(1.9)	
Profit for the period		4.9	5.8	
Other comprehensive income:				
Items that may subsequently be reclassified to profit or loss:				
Exchange difference on translating foreign operations		(0.8)	(1.1)	
Total comprehensive income for the period		4.1	4.7	
Earnings per share on profit attributable to ordinary equity holders				
Basic earnings per share (cents per share)		2.53	3.02	
Diluted earnings per share (cents per share)		2.53	3.02	

Financials – Consolidated statement of financial position



	\$AUDm	Half Year 30 June 2017	Half Year 31 December 2016
Current assets			
Cash and cash equivalents		32.0	5.1
Trade and other receivables		11.8	14.9
Inventories		2.5	2.0
Total current assets		46.5	22.2
Non-current assets			
Property, plant and equipment		10.5	11.7
Land use rights		0.45	0.47
Total non-current assets		11.0	12.2
Total assets		57.5	34.4
Current liabilities			
Trade and other payables		4.2	6.9
Financial liabilities		5.2	5.5
Current tax liabilities		0.75	1.7
Total current liabilities		10.2	14.1
Total liabilities		10.2	14.1
Net assets		47.2	20.3
Equity			
Issued capital		24.9	1.9
Reserves		0.92	0.92
Retained earnings		23.3	18.3
Total equity		47.2	20.3



Company Announcements Since ASX listing 3rd July

- 10th July - Distribution agreement with Biovite
- 16th August – Australian Omni Innovation Diabetes distribution agreement
- 29th August – Dividend and Dividend re-investment plan
- 30th August – Half yearly Report and Accounts
- 1st September – Appointment of Executive Director
- 5th September – Eagle & AMKA HOA at BRICS Xiamen



- 10th July –
Distribution agreement with Biovite



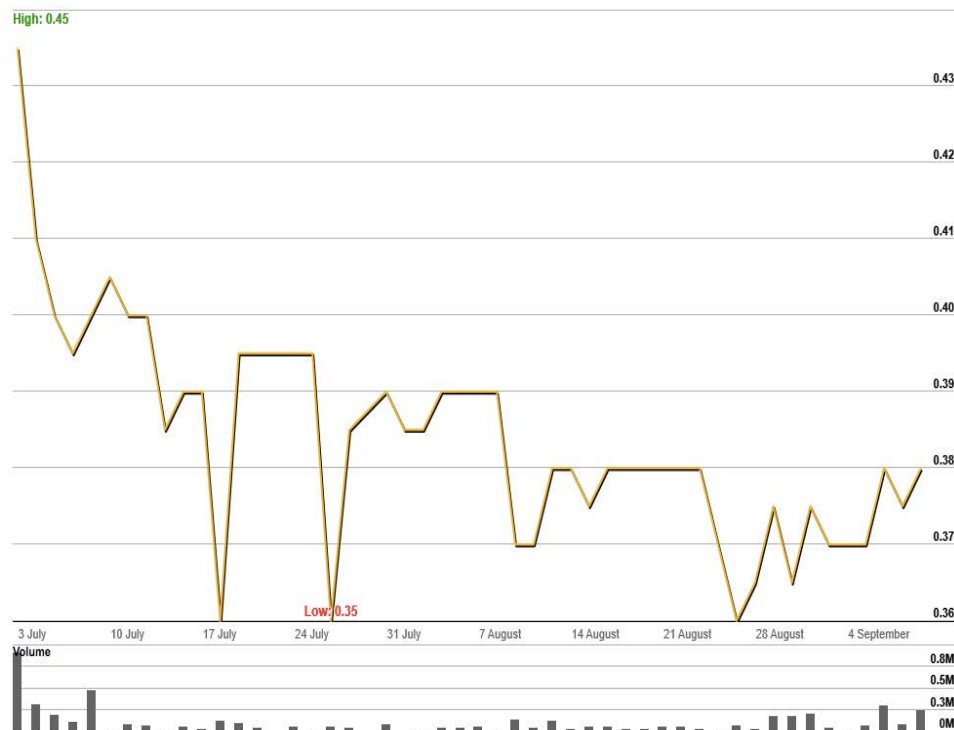
- 5th September –
Eagle & AMKA HOA at BRICS Xiamen

Share trading



Eagle Health Holdings Ltd ASX:EHH – currently under valued vs peers

Company	Market Cap (A\$m)	Price (A\$)	PER (times)
Blackmores Limited	1,930	112.14	34.2
Capilano Honey Ltd.	154	16.26	15.6
Bellamy's Australia Ltd.	820	7.50	19.0
a2 Milk Company Ltd.	4,040	5.30	20.1
Average			22.2
Median			20.3
Eagle Health	119	0.38	8.2



Ordinary Dividend AUD 0.5c per share

- AUD 0.5c per share
- 100% Unfranked
- Record date 15th September
- Payment date 12th October 2017



Growth Strategies



Growth Strategies – status update



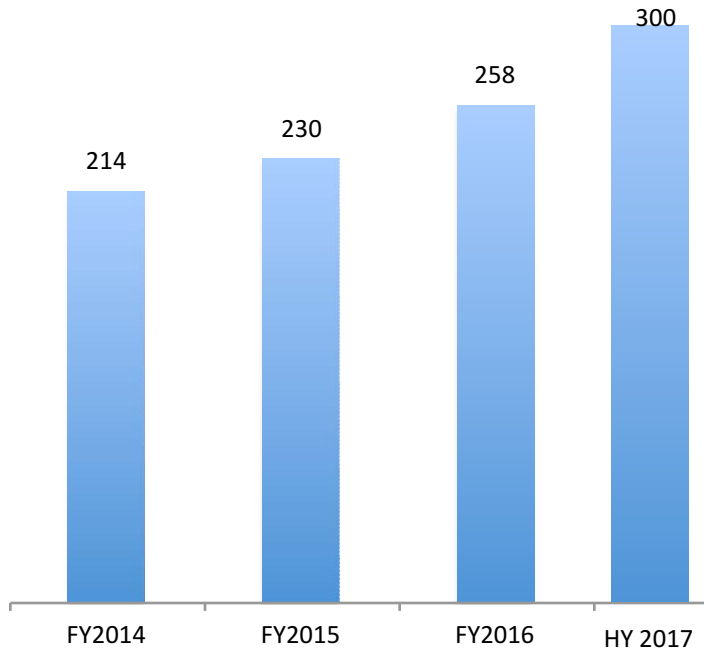
Strategies	Status	Comments
1. Grow markets and channels	On-track	300 distributors & Vending program
2. Expand product portfolio	On-track	Sourcing new products from Australia, AMKA and other markets
3. Continuously enhance brand	Ongoing	May & June media campaign
4. Investment & Acquisitions	Evaluating	Current focus on sourcing innovative health products
5. Further strengthen R&D capabilities	Commenced	As per plan
6. Upgrade production facilities	Commenced	As per plan

Growth Strategies – Grow markets & sales channels



Continuous distribution network expansion

of distributors in China



Geographic expansion



Health Vending strategy

- Located in community housing
- Affordable health products within daily reach
- In-field Nov 17



Growth Strategies – Grow markets & sales channels



International Expansion – Eagle and AMKA

- AMKA HOA signed 5th September
- Adding AMKA products to our range
- Selling Eagle products in Africa
- Fully supported by South African Ministry of Trade aligned with BRICS strategies
- Opening potential for both China and Africa significant emerging market growth

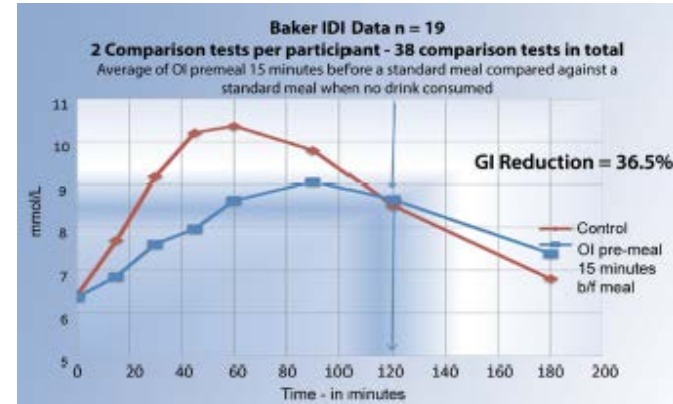


Growth Strategies – Expand product portfolio



Diabetes pre-meal shake China launch November 2017

- 120 million men¹ and women in China with Type 2 in 2018
- An aging and growing population, and increasing obesity – strong urban prevalence
- Eagle Health's strong pharmacy and supermarket distribution footprint in urban - well positioned to help Type 2 diabetes sufferers make the necessary lifestyle and diet changes with the support of their Healthcare Professional and this product.



- Clinically proven blood sugar management
- Long term treatment benefits
- Studies conducted in Australia by Baker IDI
- Fully supported technology transfer
- Key Opinion leader engagement

1. Eagle Health estimates based on industry data



Growth Strategies – Sourcing health products



Australia sourcing

- Established strong linkages with over 15 Australian companies that have IP or products relevant to our portfolio
- Binding term sheet with Omni (ASX:EVE 40%) for diabetes, distribution and license agreement signing in track for 21st September
- Distribution agreement with Biovite targeting 200,000¹ nail care & beauty clinics
- Australian office (Melbourne) building long term relationships with suppliers

1. Eagle Health estimates based on industry data



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Thank You