

## Market Update

- **AHF has secured manufacturer for its proprietary Tummy Health infant formula range**
- **First production of the Tummy Health range will be available for sale in Q4FY21**
- **Innovative new range of The Collective yoghurt products launched nationally including a plant-based yoghurt range**

### Tummy Health Infant Formula Update

Tummy Health is a proprietary formulation that AHF has been developing for 18 months. The Group believes the Tummy Health range is a world first: the formulation is ultra-gentle on the infant's stomach and complements the changes in an infant's digestive capability in the first 18-24 months of life.

First commercial production of the Tummy Health range is scheduled to occur in March 2021 and will be available for sale in the 4<sup>th</sup> quarter of FY21. Securing a contract manufacturing partner for the Tummy Health range allows AHF to launch the products in the market quicker than was initially expected.

The Tummy Health range was initially intended to be produced on AHF's new infant formula dryer, however contract manufacturing the range leaves our dryer free for organic A2 milk powder and infant formula production. The contract manufacturer also has additional capacity to support sales, as compared to the timing of our larger dryer and canning line (stage 2 of our infant formula strategy).

CEO Peter Skene said "I have not seen a range of infant formula focused on infants needs like this anywhere in the world, we are very excited about the launch of our Tummy Health range".

Management are working on an extensive launch for the Tummy Health range which will include a comprehensive education program in relation to the nutritional benefits of the products as well as an extensive social media campaign. The team is also advancing discussions with potential retailers and distributors as well as its own online sales.



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## Changes to The Collective range, available nationwide

In April 2020 Camperdown Dairy Company (CDC) secured the exclusive right to manufacture as well as distribute and sell The Collective branded products in Australia. The Collective's products are ranged exclusively in Woolworths stores nationally as well as selected independent and niche retailers throughout Australia.

Management has worked extensively with the Woolworths team and are pleased to launch a new range of nine (9) yoghurts as part of the bi-annual range review process. The innovative range of new yoghurt products are in both the dairy and the fast growing dairy-free plant-based yoghurt segment. All of the products are manufactured at CDC using milk produced by AHF farms, except the plant based products which are contract manufactured.

The full range will now include:

- 500g probiotic Kefir tubs (with added fibre) – Natural, Vanilla, Berries, Mango;
- 2kg Natural Greek tub;
- 100g Kefir 'Probot' pouches – Mango, Blueberry and Strawberry;
- 700mL probiotic Kefir pourable range – Natural, Mango Turmeric, Blueberry
- 450g Plant based tubs – Natural, Boysenberry, Fudge, Passionfruit

The new products are pictured below.



The Collective Plant Based Boysenberry 450g

The Collective Plant Based Passionfruit 450g

The Collective Plant Based Natural 450g

The Collective Plant Based Fudge 450g

## Further Details

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## Communications Policy

AHF makes ASX market releases at times directors believe it would be helpful or necessary for investors and as required by the Listing Rules. For further information regarding our shareholder communications policy, please refer to AHF's website: [www.adfl.com.au](http://www.adfl.com.au).

### **About Australian Dairy Nutritionals Group**

**Australian Dairy Nutritionals Group (AHF)** (previously named Australian Dairy Farms Group) is a vertically integrated Australian dairy group which owns high quality dairy farms and a processing facility (Camperdown Dairy Company) located in South Western Victoria, the 'Golden Triangle' of Australia's dairy industry. The Group is a trusted source of premium quality branded dairy products using milk sourced fresh from its farms.

### **Disclaimer – Forward Looking Statements**

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