



2020 AGM Presentation

Agenda

- Introductions
- Chairman's address
- Resolutions Q&A and voting
- Managing Director update + Q&A
- Close





Chairman's Address

Pure Foods Tasmania

- Founded in 2015
- Distribute and showcase premium Tasmanian produce
- Grow organically and through acquisitions
- ASX listed in April 2020
- Strong performance despite global pandemic



Growth Strategy

Pure Foods Tasmania aims to acquire, grow and develop premium food businesses in Tasmania, particularly if associated products are aligned to our existing range. We endeavour to maintain an awareness of international trends in consumer tastes, healthy food options, convenience and packaging.

Recent initiatives include:

- ✓ A sub range of Tasmanian Pate has been secured with three new lines into retail nationally
- ✓ Launch into Tasmania's plant-based market, with a new brand *New Pastures*
- ✓ A range of ready meal solution products is currently being developed
- ✓ Acquisition of Daly Potato Company In October 2020
- ✓ Successful re-location of Tasmanian Pate factory
- ✓ Export licence secured for Tasmanian Pate



Our People

- PFT now have 45 FTE employees
- Created 7 new roles for locals in FY20
- Focus on the health, wellbeing and safety of our employees – 0% incidents to date
- Proud of our 52% female majority workforce in a male led industry



Culture & Values

The Board maintains a strong focus on all aspects of corporate governance, not only ensuring its policies, practices and frameworks are of a high standard, but also that they evolve to meet increasing community expectations. The Board also seeks to monitor that the company's values are upheld to ensure a positive culture can thrive.

Our core values are:

Integrity – we act honestly, with integrity in all dealings, both internally and externally.

Respect – we respect all people; their ideas and cultures

Safety – we are committed to providing a safe and non-discriminatory environment.

Community – we act with reasonable expectations of our investors and the broader community.

Commitment – we are committed to achieving positive outcomes for all stakeholders.

Pure Foods Tasmania

- Founded in 2015
- Distribute and showcase premium Tasmanian produce
- Grow organically and through acquisitions
- ASX listed in April 2020
- Strong performance despite global pandemic



Growth Strategy

Pure Foods Tasmania aims to acquire, grow and develop premium food businesses in Tasmania, particularly if associated products are aligned to our existing range. We endeavour to maintain an awareness of international trends in consumer tastes, healthy food options, convenience and packaging.

Recent initiatives include:

- ✓ A sub range of Tasmanian Pate has been secured with three new lines into retail nationally
- ✓ Launch into Tasmania's plant-based market, with a new brand *New Pastures*
- ✓ A range of ready meal solution products is currently being developed
- ✓ Acquisition of Daly Potato Company In October 2020
- ✓ Successful re-location of Tasmanian Pate factory
- ✓ Export licence secured for Tasmanian Pate



Our People

- PFT now have 45 FTE employees
- Created 7 new roles for locals in FY20
- Focus on the health, wellbeing and safety of our employees – 0% incidents to date
- Proud of our 52% female majority workforce in a male led industry





Culture & Values

The Board maintains a strong focus on all aspects of corporate governance, not only ensuring its policies, practices and frameworks are of a high standard, but also that they evolve to meet increasing community expectations. The Board also seeks to monitor that the company's values are upheld to ensure a positive culture can thrive.

Our core values are:

Integrity – we act honestly, with integrity in all dealings, both internally and externally.

Respect – we respect all people; their ideas and cultures

Safety – we are committed to providing a safe and non-discriminatory environment.

Community – we act with reasonable expectations of our investors and the broader community.

Commitment – we are committed to achieving positive outcomes for all stakeholders.



Operational Update

purefoods
Tasmania





FY20 FINANCIAL RESULTS



**PREMIUM
TASMANIAN
PATE**

FY20 FINANCIAL RESULTS



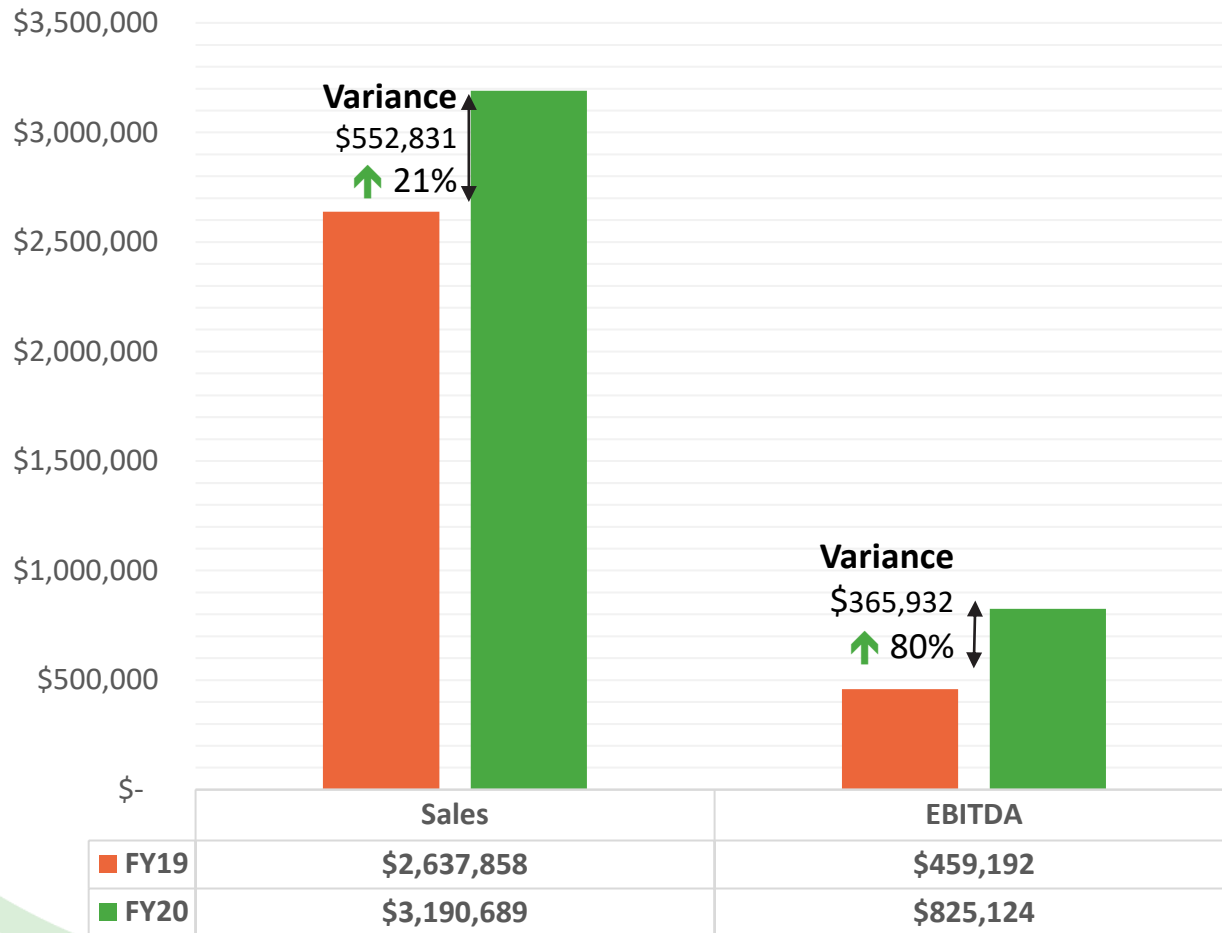
Tasmanian Pate - Growth

5 years of solid growth





Tasmanian Pate FY20 Financials



- Tasmanian Pate achieved a record result with strong sales in Pate across all customers while continuing to focus on driving cost efficiencies.
- New factory commissioned October 19 delivering increased capacity and improved product quality and yield.
- New product development underpinned growth for Tasmanian Pate; this supports the continued investment in new products as we seek to bring more Better For You products to our consumers.
- Shelf ready packaging was also introduced to promote brand awareness.
- We are also working hard and, where at all possible use 100% Tasmanian ingredients.
- Q1 FY21 will see 3 x new pate products launching into 850 Woolworths stores nationally.



WOODBRIDGE



SMOKEHOUSE

TASMANIA

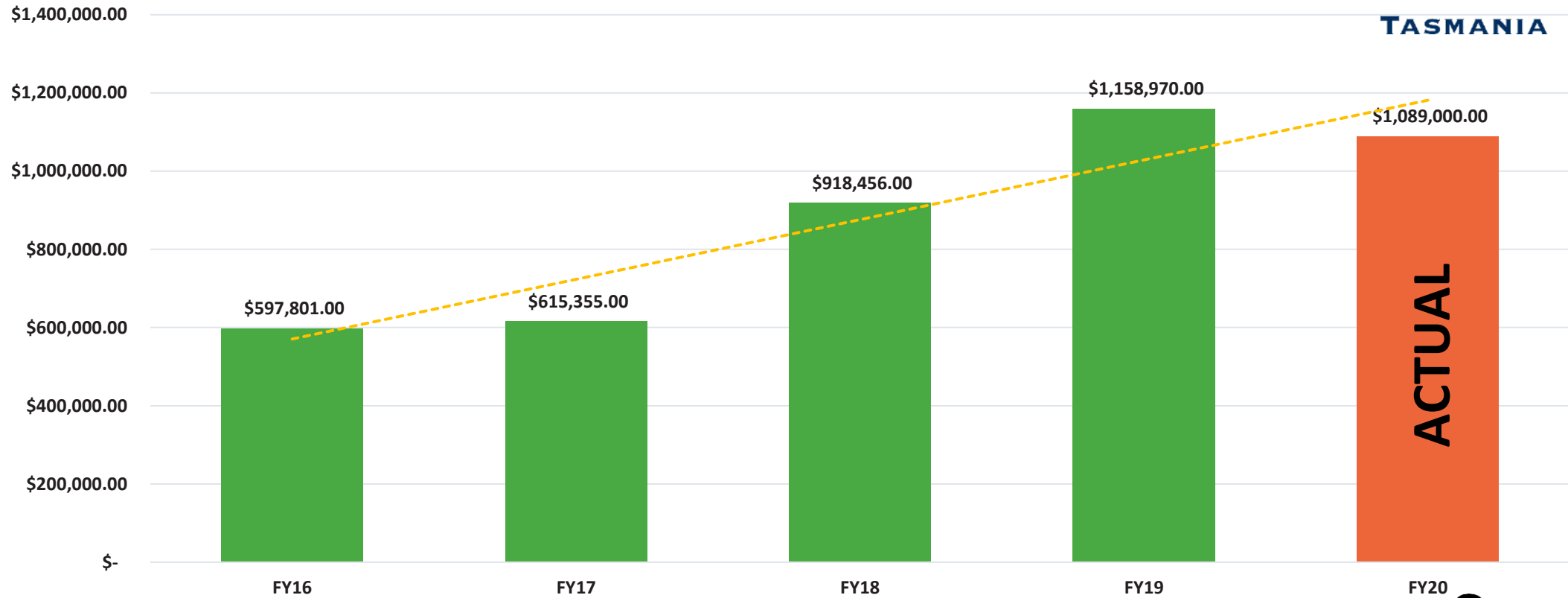
FY20 FINANCIAL RESULTS

purefoods
Tasmania



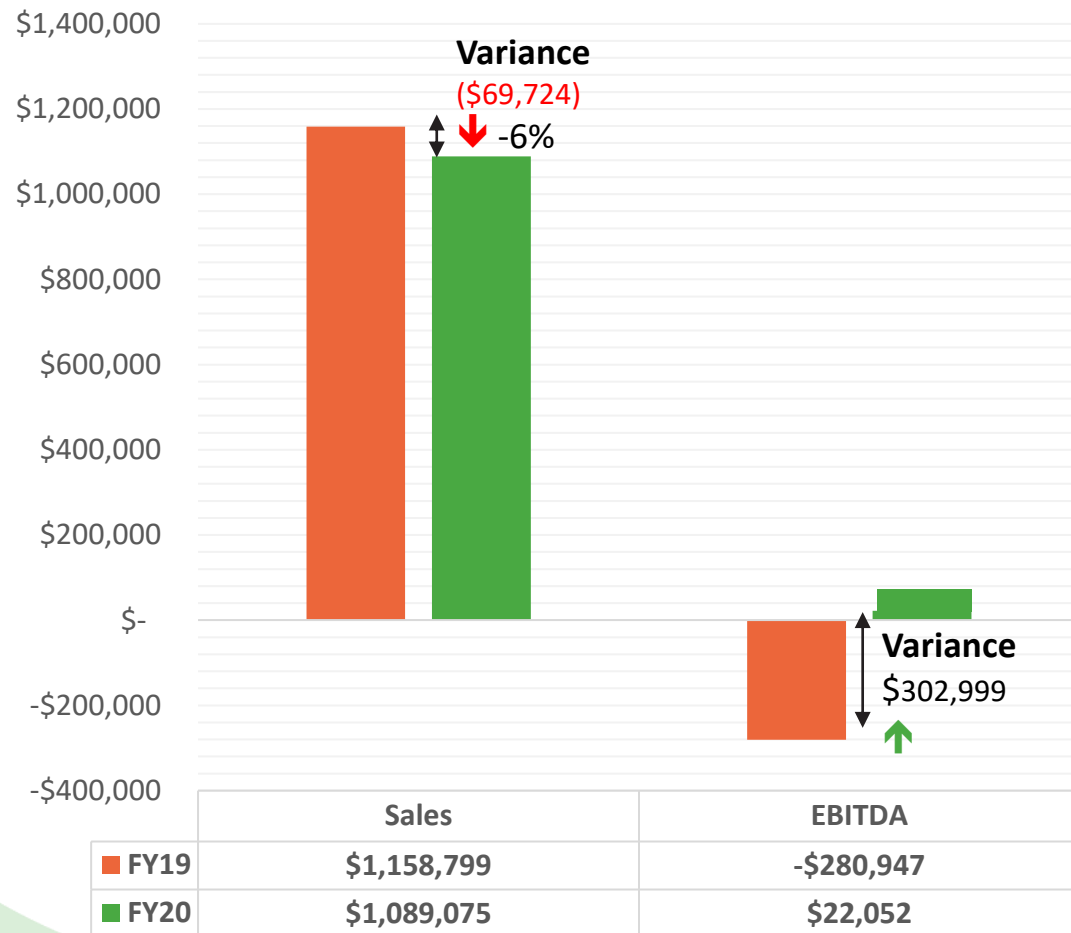
Woodbridge Smokehouse - Growth

Strong upwards trends





Woodbridge Smokehouse FY20 Financials



- Woodbridge Smokehouse saw a slight reduction in gross sales mainly due to a restructure involving deleting of unprofitable products produced exclusively for some customers. The focus has been to move these customers into products that deliver a positive return.
- The focus will continue in FY21 driving cost efficiencies along with new product development to support growth for both domestic and export customers.
- FY20 also saw the investment in new packaging including our 200g twin pack for both Salmon and Ocean trout.
- New factory for value adding and to develop new Product products is under construction to be completed end Q1 FY21.
- Currently working with export customers in ASIA to expand distribution through retail and ecommerce channels.



What we have achieved in FY21 so far

- ✓ We have launched new premium Homestead Pate into 850 Woolworths stores Nationally
- ✓ Built a new online store for our Australian consumer e-commerce channel
- ✓ We acquired Daly Potato Co.
- ✓ Secured distribution into South Australia for Woodbridge Smokehouse
- ✓ Partnered with e-commerce channel, the Meat Club (Singapore)
- ✓ Launched New Pastures – plant-based dairy
- ✓ Launched new B2B e-commerce platform servicing all Australian States
- ✓ Launched new websites for Homestead Pate, Woodbridge Smokehouse & New Pastures
- ✓ Built new route business for direct supply to retailers

Focus on e-commerce

At the start of FY21 an e-commerce strategy was compiled by the marketing team.

Objective of e-commerce strategy:

- Direct to consumer relationship
- Nationwide distribution
- “Tasmanian” hub of premium foods
- Create boarder distribution to B2B market
- Brand awareness of Pure Foods House of Brands
- Increase instore awareness and purchase

Performance so far:

- Online store sales FYTD (43% increase on total FY20 online sales)
- Launch of new online store website
- Addition of Daly Potato Co, New Pastures, Tasmanian Pate and Pure Tasmanian Seafood
- Monthly rotation of external Tasmanian products
- Launch of subscription service
- On track for launch of B2B direct order portal in November 2020



purefoods
Tasmania

WOODBIDGE



SMOKEHOUSE
TASMANIA

New Distribution Secured

Monde Nissin Australia



Monde Nissin Australia

purefoods
Tasmania



Asian E-Commerce Customer Secured

The Meat Club, Singapore



purefoods
Tasmania

WOODBIDGE



SMOKEHOUSE

TASMANIA

New Record Sales Delivered

November FY21

Gross sales up 157% on FY20

purefoods
Tasmania

November Performance YTD

Group Sales November FY21

	\$
FY20 November	\$1,805,547
FY21 November*	\$2,662,547
Growth	49%

* Unaudited



purefoods
Tasmania

Moving Forward

- The focus remains to grow through both acquisition and organically
- NPD will also remain high priority as we continue to develop premium Tasmanian brands
- Our Meal Solutions offer will be launching Q3 FY21
- Beverage offer will be launching Q4 FY21
- Signed exclusivity long term agreement with Marinova for trials with our NPD strategy
- 100% Organic – 100% Tasmanian



Unique product development
partnership with leading Tasmanian
Biotech specialists

Organic Wakame - Seaweed

High in bio-available vitamins

Amino Acids

Fucoidan

Omega- 3

Current Trials underway

Targeting super premium functional food &
beverage



Innovative
marine
biotechnologies

WWW.MARINOVA.COM.AU

purefoods
Tasmania

DALY POTATO CO.
— Tasmania —



purefoods
Tasmania

Potato & Gravy Ready to Eat

- Launching January 2021
- 450g & 250g
- Available in Hot Box along side Roast Chickens and other hot meats



purefoods
Tasmania

WOODBRIDGE



SMOKEHOUSE

TASMANIA



purefoods
Tasmania

PREMIUM
TASMANIAN
PATE

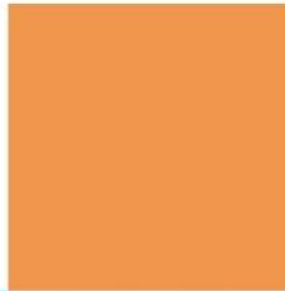


purefoods
Tasmania

HOMESTEAD



by *Tasmanian Pâté*



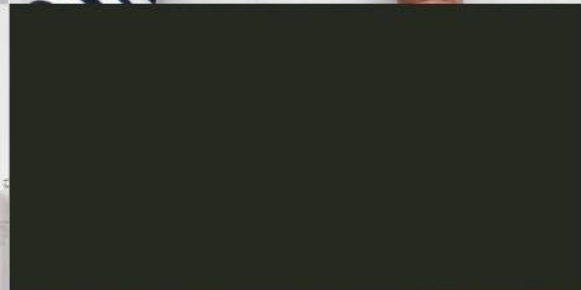
purefoods
Tasmania





purefoods
Tasmania

PURE TASMANIAN *seafood*



purefoods
Tasmania



Enjoy a quick & easy Christmas with

DALY POTATO CO.
Tasmania



www.purefoodstas.com