



Business update December 2020

Agenda

- History
- Business update
- New Partnerships - AUS
- E-Commerce - ASIA
- Biotech Partnership
- Moving forward



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



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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



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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





Operational Update

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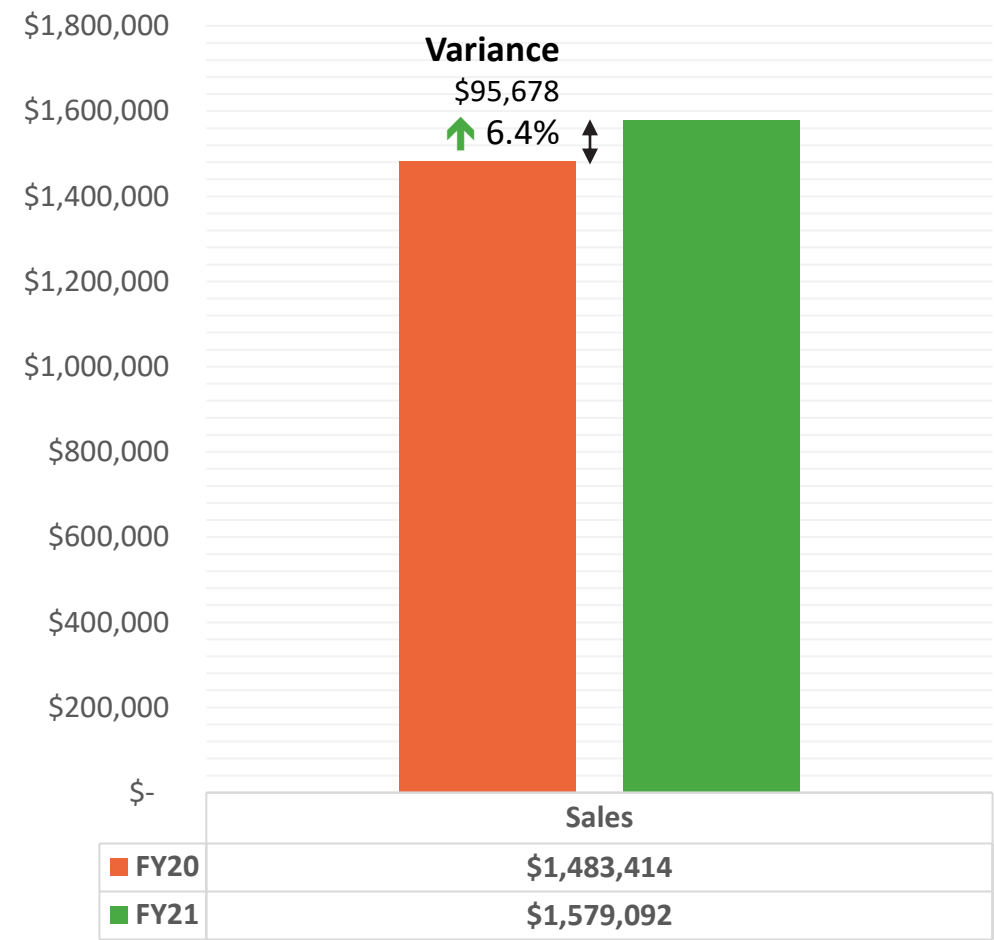


What we have achieved in FY21 so far

- ✓ We have launched new premium Homestead Pate into 850 Woolworths stores Nationally
- ✓ Built new Pate factory + extended Woodbridge Smokehouse capability
- ✓ Purchased new processing equipment to improve yield & efficiency
- ✓ 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 & Redmart (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



Tasmanian Pate FY21 v FY20 YTD



- December forecast result looking to be 27% up on LY
- Largest order received this week in 26 years of operation
- A normal months Sales volume in one week



New Record Sales Delivered

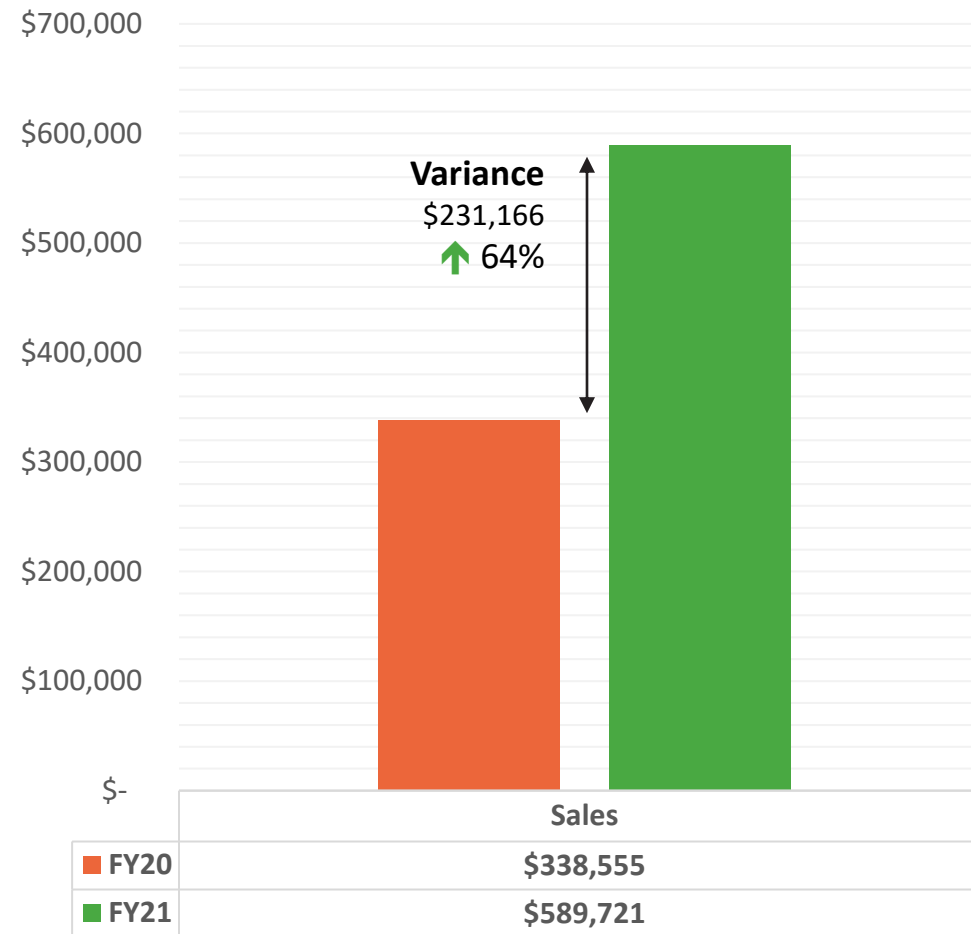
November FY21

Gross sales up 172% on FY20

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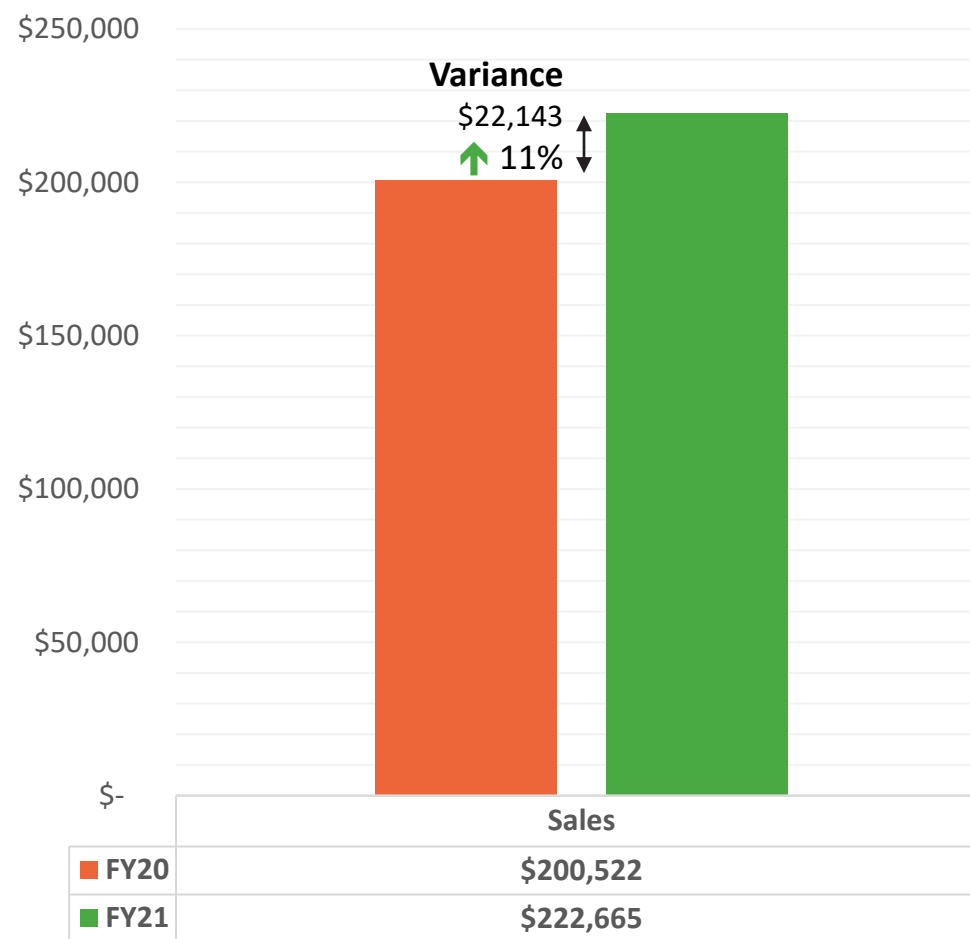
Woodbridge Smokehouse FY21 v FY20 YTD



- Record export and e-commerce Orders
- e-commerce orders strong driven by recent new customers
- High quality fish with good yield

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Daly Potato Co. November FY21 v FY20



DALY POTATO CO.
— *Tasmania* —

Strong month with 11% growth on LY

Customer acceptance high with 22 new customers secured in Nov

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WOODBIDGE



SMOKEHOUSE

TASMANIA

New Distribution Secured

Monde Nissin Australia



Monde Nissin Australia

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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 broader distribution to B2B market
- Brand awareness of Pure Foods House of Brands
- Increase instore awareness and purchase

Performance so far:

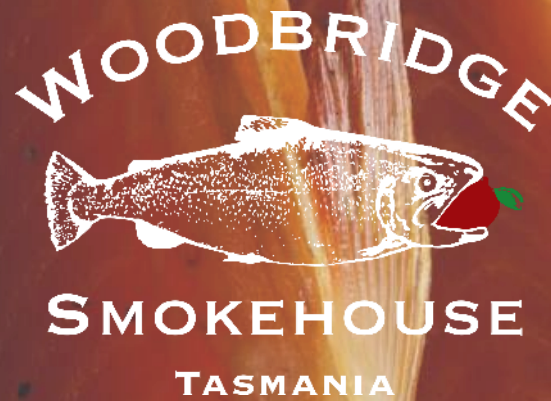
- Online store sales FYTD (65% increase on total

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



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Asian E-Commerce Customer Secured

The Meat Club, Singapore



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RedMart - Singapore

- Pricing accepted
- Terms signed
- First trial order sent
- Owned by Alibaba
- Singapore Based
- Alibaba Revenue \$100 Million
- Exclusive Online only
- No stores
- 100g AS CS
- 150G AS HS



Lazada



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November Performance YTD

Group Sales November FY21

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

* Unaudited



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Organic Wakame – Seaweed

**Unique product development partnership with leading
Tasmanian Biotech specialists**

- High in bio-available vitamins
- Amino Acids
- Fucoidan
- Omega- 3
- Current Trials underway
- Targeting super premium functional food & beverage



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Potato & Gravy Ready to Eat

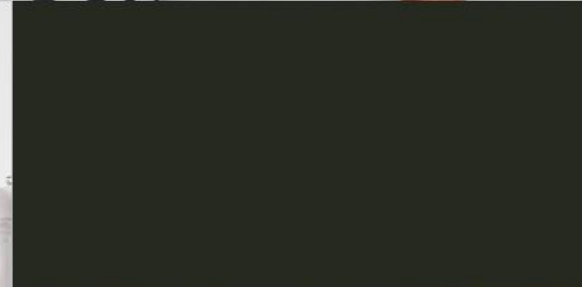
- Launching January 2021
- One of the Fastest growing category's in retail
- 450g & 250g
- Available in Hot Box along side Roast Chickens and other hot meats



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PURE TASMANIAN *seafood*

Shucked Frozen/Fresh going to market 15/12/20



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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



A top-down view of a festive Christmas dinner table. The table is covered with a white textured cloth and decorated with greenery, gold and silver Christmas ornaments, and star-shaped cookies. Several dishes are served: a roasted turkey leg on a white plate, a plate of roasted potatoes, a dark stone plate with roasted vegetables and potatoes, a black tray of 'Roast Medley' (carrots and potatoes), a black tray of 'Rosemary & Garlic Roast Potato', a black tray of 'Cauliflower & Broccoli Cheese Bake', a white bowl of cauliflower and broccoli, a green plate of green beans with pine nuts, and a white bowl of a creamy vegetable soup. A small green mug with orange soup sits on the table. The text 'Enjoy a quick & easy Christmas with' is overlaid in white, followed by 'DALY POTATO CO.' in large white capital letters, and '— Tasmania —' in a white script font.

Enjoy a quick & easy Christmas with

DALY POTATO CO.
— Tasmania —



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