



ASX Announcement

23 April 2021

Youfoodz delivers strong Q3 FY2021 revenue growth over pcg and provides FY2021 guidance update

Quarterly Business & Guidance Update and Appendix 4C

BRISBANE Australia, 23 April 2021: Youfoodz Holdings Limited (ASX:YFZ) (**Youfoodz** or the **Company**), one of Australia's fastest growing consumer food brands, is releasing the following Business & Guidance Update and Appendix 4C for the period ended 25 March 2021 (Q3 FY2021).

Management will present the Company's quarterly business update at 10.30am (Sydney / Melbourne time) today (Friday, 23 April 2021). Details for the call are provided herein.

Q3 FY2021 HIGHLIGHTS:

- **Continuation of strong performance across key operating metrics**
 - **B2C orders up 27.9% vs pcg to 357,514**
 - **Active B2C customers up 17.5% vs pcg to 145,366**
 - **New B2C customers up 20.0% vs pcg to 56,294**
- **Gross revenue¹ up 23.3% vs pcg to \$50.2 million**
- **Net revenue up 18.2% vs pcg to \$35.3 million**
- **B2C performing strongly, with gross revenue up 41.2% vs pcg to \$34.6 million, and continued early momentum into Q4 FY2021**
- **B2B sales volumes remain constrained, with gross revenue down 3.8% vs pcg to \$15.6 million**
- **New facility build progressing in line with plan, including previously announced signing of heads of agreement in relation to potential site and appointment of external specialist to design and project manage the delivery of the facility on behalf of Youfoodz**

FY2021 GUIDANCE UPDATE:

- **Youfoodz expects FY2021 gross revenue to be delivered in the range of \$201.0-\$205.0 million (vs prospectus forecast of \$199.8 million), reflecting strong headline growth driven by B2C, with overall FY2021 revenue mix increasing in favour of this segment**
- **Youfoodz expects to deliver FY2021 net revenue in the range of \$146.0-148.0 million (vs prospectus forecast of \$149.9 million) and EBITDA in the range of \$1.0-2.0 million (vs prospectus forecast of \$2.9 million), reflecting underperformance in B2B primarily due to the ongoing impact of COVID-19 in the retail channel and the strategic decision to invest in marketing and other customer acquisition initiatives to drive continued new B2C customer growth**

¹ Gross revenue is a non-IFRS financial measure and is unaudited. Gross revenue represents total revenue before terms and discounts.

Business Update

During Q3 FY2021, Youfoodz generated gross revenues of \$50.2 million (up 23.3% vs pcp) and net revenues of \$35.3 million (up 18.2% vs pcp). When compared to the prior comparative period (a period which captured a strong uplift in customers and revenues during the initial stage of COVID-19 related lockdown across Australia), the results demonstrate the continued momentum in the business.

B2C continues to deliver impressive results, with gross revenue for Q3 FY2021 up 41.2% vs pcp to \$34.6 million, supported by strong growth in customers. New B2C customer acquisitions during the quarter of 56,294 was the highest quarterly result in the Company's history and represented growth of 20.0% vs pcp (or 31.9% vs Q2 FY2021).

Youfoodz continues to see significant opportunity to acquire new B2C customers and will actively invest in above and below the line marketing and customer acquisition initiatives to support continued new customer growth. The investment in customer acquisitions is expected to support Youfoodz' future growth profile, as newly acquired customers support repeat ordering in the future.

During Q3 FY2021, B2B gross revenues were down 3.8% relative to pcp to \$15.6 million, which largely reflects the ongoing impact of COVID-19 restrictions on wholesale customers in certain channels (in particular Petrol & Convenience (P&C), gyms and corporate). Furthermore, during the quarter a mid-sized B2B customer paused stocking Youfoodz products as it explored non-branded ready made meal alternatives, with that customer now recommitting to stocking of Youfoodz product from Q1 FY2022.

We are working closely with our wholesale partners to position the business for a return to growth when confidence improves, particularly in the P&C channel. Pleasingly, the Company has secured range expansions with a number of B2B customers that will occur from Q4 FY2021 onwards and which provides confidence into FY2022.

Refer below for further discussion.

Key Operating Metrics

During Q3 FY2021, Youfoodz achieved strong growth across many of its key operating metrics.

	Unit	Q3 FY2021	Q3 FY2020	Variance (%)	
Group					
Total meals prepared	(000's)	4,941	3,998	⬆	23.6%
Gross revenue	(A\$m)	50.2	40.7	⬆	23.3%
Net revenue	(A\$m)	35.3	29.8	⬆	18.2%
B2C (Home Delivery)					
Gross revenue	(A\$m)	34.6	24.5	⬆	41.2%
Average order value	(\$ per order)	96.8	87.6	⬆	10.4%
Number of orders ²	(#)	357,514	279,623	⬆	27.9%
Number of active customers ³	(#)	145,366	123,694	⬆	17.5%
Number of new customers	(#)	56,294	46,906	⬆	20.0%

² Number of orders delivered.

³ Active customers are customers who have ordered through the Company's B2C channel in each reporting period.

	Unit	Q3 FY2021	Q3 FY2020		Variance (%)
B2B (Wholesale)					
Gross revenue	(A\$m)	15.6	16.2	↓	3.8%
Units sold	(000's)	1,784	2,014	↓	11.4%
Average unit price	(\$ per unit)	8.7	8.0	↑	8.6%

B2C (Home Delivery)

During Q3 FY2021, gross revenue from B2C was up 41.2% vs pcp to \$34.6 million. This was driven by a range of marketing initiatives translating into rapid customer acquisition and active customer growth.

Notwithstanding the significant growth in new customers, it has been pleasing to see customer order frequency over the quarter remaining relatively consistent at approximately 2.6 for the quarter⁴, while average order value increased by 10.4% vs pcp to \$96.8 per order.

During the quarter, Youfoodz launched its partnership with Velocity, enabling Youfoodz customers to earn rewards points on orders purchased. Youfoodz is the exclusive ready made meal offering on Velocity and the partnership provides access to Velocity's c.10 million programme members. While early in the relationship, we have been extremely pleased with the customer take-up to date.

The summer marketing campaign, which concluded during Q3, delivered strong results with national brand awareness of Youfoodz increasing materially⁵. In addition to supporting new customer acquisitions, this campaign, together with other initiatives, contributed to a range of positive results, including unique website visits for the quarter up 6.3%, app downloads up 39.3% and app based transactions up 120.9% (all vs pcp).

In keeping with our core customer proposition of quality and menu variety, during the quarter Youfoodz cycled-in our Autumn menu range and increased the frequency with which new menu items are added. Over 30 new menu items, including the Autumn menu range, have been introduced during the quarter. This is translating into positive customer feedback, with Youfoodz continuing to achieve leading customer ratings⁶.

Looking forward, the Youfoodz team has been working on a number of new menu initiatives, including a premium range, that will be launched early in the new financial year.

B2B (Wholesale)

During Q3 FY2021, gross revenues from B2B decreased 3.8% vs pcp to \$15.6 million. This reflected the ongoing impact of COVID-19 restrictions on wholesale customers in certain channels. As a result of uncertainty associated with localised lock-downs and the risk of wastage from stocking fresh/perishable goods, during Q3 FY2021 P&C customers maintained minimal stocking levels and sales to Gym/corporate customers were negligible. As pandemic restrictions have evolved, early indications in Q4 FY2021 are that some P&C customers are beginning to increase ranging again, however uncertainty exists as to when Gym/corporate customers will recommence ordering.

Furthermore, during the quarter a mid-sized B2B customer paused stocking Youfoodz products as it explored non-branded ready made meal alternatives. Pleasingly, this customer has recommitted to stocking of Youfoodz product from Q1 FY2022.

While a challenging period in this channel, Youfoodz continues to strengthen its wholesale relationships and explore range expansion opportunities with existing customers. This is particularly evident in supermarkets, including

⁴ Based on orders placed during the period divided by active customers.

⁵ Based on third party analysis of promoted brand awareness, from August 2020 to March 2021.

⁶ Based on Trust Pilot ratings as at 13 April 2021, relative to selected ready made meal and meal kit competitors.

successful meal range extension with one large national supermarket customer and the agreement to launch our beverage range into another national customer (launch to occur during Q4 FY2021).

Youfoodz also continues to strengthen the team, including the recent appointment of a new Head of Retail who brings significant senior executive level food and FMCG sales and strategy experience and will have overall responsibility for delivering the B2B strategy in the future.

New Facility Update

The development of the new Youfoodz facility continues to progress as planned. As previously advised, during the quarter Youfoodz signed a heads of agreement in relation to the potential site and appointed an external specialist to manage the delivery of the facility on behalf of Youfoodz.

In consultation with our project manager and other advisers, the Company is in the process of finalising the design of the facility, to be built by the lessor, and negotiating overall lease terms.

Youfoodz is also well advanced in the evaluation of new equipment and suppliers that will be integral to achieving efficiencies and productivity gains once the new facility is commissioned, and has commenced procuring selected items.

Youfoodz looks forward to continuing to update the market as key milestones are achieved towards this important project.

Cashflow and Financing

Cash receipts in Q3 were \$37.9 million (versus net revenue of \$35.2 million). Operating cash outflow for the period was \$2.5 million, reflecting working capital movements and continued investment in customer acquisition to drive growth.

During the quarter, Youfoodz continued to invest in plant and equipment and intellectual property (including software and platform development), equating to a \$1.1 million outflow from investing activities. As part of its capital management planning, Youfoodz also paid down a proportion of its working capital facility during the quarter, contributing to a \$2.9 million outflow from financing activities.

Youfoodz is well capitalised to fund its growth objectives, with a cash balance as at 25 March 2021 of \$32.5 million (net cash of \$30.9 million). Refer to the Annexure for further details.

FY2021 Outlook and Guidance Update

Youfoodz delivered significant total revenue growth in Q3 FY2021 vs pcp, driven by strong B2C customer acquisitions and order volumes. Early results in Q4 FY2021 indicate this momentum is continuing in B2C. Concurrently, during Q3 FY2021 B2B remained constrained, with growth now expected to return in this segment from FY2022. As a result, the overall revenue mix for FY2021 is expected to shift towards B2C.

On the basis of trading to date, Youfoodz expects FY2021 gross revenue to be delivered in the range of \$201.0-\$205.0 million (vs prospectus forecast of \$199.8 million).

Given the underperformance in B2B, primarily due to the ongoing impact of COVID-19 in the retail channel, together with the strategic decision to invest in marketing and other customer acquisition initiatives to drive continued new B2C customer growth, Youfoodz expects FY2021 net revenue to be in the range of \$146.0-148.0 million (vs prospectus forecast of \$149.9 million) and EBITDA in the range of \$1.0-2.0 million (vs prospectus forecast of \$2.9 million⁷).

Lance Giles commented, *"Youfoodz continues to deliver significant top-line growth. This has been driven by impressive performance in B2C, where new B2C customer acquisition momentum continues strongly. Looking*

⁷ Youfoodz' Prospectus dated 30 October 2020 included FY21 forecast EBITDA on a pro forma and statutory basis of \$0.5 million and \$2.9 million, respectively, with the difference reflecting the application of AASB 16 Leases (applied on a statutory basis). The pro forma figure was included in the prospectus for comparison with historic periods which were shown on a pre-AASB 16 basis.

forward, the investment in customer acquisitions is expected to support Youfoodz' FY2022 growth profile, as newly acquired customers support repeat ordering in the future.

"Our B2B business, which has experienced challenging trading conditions recently, is an important component of Youfoodz' omni channel model. Following initiatives implemented during the period, B2B is well positioned to return to growth in FY2022."

Investor Conference Call

Lance Giles, CEO, and John O'Connor, CFO will be hosting a conference call at 10.30am (Sydney / Melbourne time) today (Friday, 23 April 2021) to discuss the quarterly business & guidance update and answer any questions.

Dial-in details for the call are provided below:

PARTICIPANT DIAL-IN NUMBERS	
Australia Dial-in Number	1300 264 803
International Dial-in Number	+61 3 8687 0650

This announcement has been authorised by the Board of Youfoodz Holdings Limited.

ENDS

More information

For further information, investors are invited to visit our website www.investors.youfoodz.com.

Alternatively:

Youfoodz investor relations Edward Loneragan <i>Deputy CFO and Head of Investor Relations</i> T: +61 7 4243 4466 E: ir@youfoodz.com	Media enquiries Erica Borgelt <i>Newgate Communications</i> T: +61 413 732 951 E: erica.borgelt@newgatecomms.com.au
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About Youfoodz

Youfoodz specialises in the production and distribution of high quality and affordable fresh, readymade meals and other convenience food products for residential (home delivery), retail and corporate customers. Since inception in 2012, Youfoodz has delivered over 60 million ready-made meals to its home delivery, retail and corporate customers.

Products are marketed and distributed through an omni-channel sales model to a database of more than 850,000 home delivery customers via a direct-to-consumer offering (B2C) and via a business-to-business offering to supermarkets, independent grocers, petrol and convenience stores, corporate and government customers (B2B).

Youfoodz operates three production facilities in Brisbane, Australia and has developed a scalable, proprietary manufacturing technology to optimise production and supply-chain management. The Company's three facilities produce more than 400,000 ready-made meals, 80,000 snacks and 25,000 drinks per week on average.

Additional information is available at: <https://www.investors.youfoodz.com>

Annexure

In accordance with ASX Listing Rule 4.7C Youfoodz provides the following information:

The 6 months ended 25 March 2021 is covered by the “Use of Funds Statement” as disclosed in the Youfoodz Prospectus, dated 30 October 2020.

As Youfoodz listed on the ASX on 8 December 2020 with an existing cash balance, the Company has reflected the cashflows since 30 October 2020 to satisfy ASX Listing Rule 4.7C, except for the costs of the initial public offering transactions which have been captured from the date of listing.

A summary of the cumulative expenditure for the period ended 25 March 2021 is outlined below:

Use of Offer Proceeds	Per Prospectus A\$m	Quarter ended 25 March 2021 A\$m
New purpose-built manufacturing facility	15.0	0.1
Repayment of Shareholder Loan	25.0	25.0
General corporate purposes, including marketing and working capital to fund the Company’s growth strategy	24.4	7.5
Costs of the Offer	5.6	5.9
Total uses	70.0	38.5

Payments to Directors and related parties during Q3 FY2021 totalled \$101,000.

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity

Youfoodz Holdings Pty Ltd

ABN

38 635 434 801

Quarter ended ("current quarter")

25 March 2021

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
1. Cash flows from operating activities			
1.1 Receipts from customers		37,943	117,189
1.2 Payments for			
(a) research and development		-	-
(b) product manufacturing and operating costs		(27,752)	(84,485)
(c) advertising and marketing		(6,595)	(18,368)
(d) leased assets		-	-
(e) staff costs		(3,477)	(10,733)
(f) administration and corporate costs		(2,351)	(7,518)
1.3 Dividends received (see note 3)		-	-
1.4 Interest received		-	-
1.5 Interest and other costs of finance paid		(203)	(1,088)
1.6 Income taxes paid		(56)	46
1.7 Government grants and tax incentives received		-	3,507
1.8 Other (provide details if material)		-	(57)
1.9 Net cash from / (used in) operating activities		(2,490)	(1,506)
2. Cash flows from investing activities			
2.1 Payments to acquire or for:			
(a) entities		-	-
(b) businesses		-	-
(c) property, plant and equipment		(558)	(1,152)
(d) investments		-	-

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
	(e) intellectual property	(531)	(1,837)
	(f) other non-current assets	-	-
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
2.6	Net cash from / (used in) investing activities	(1,088)	(2,989)

3.	Cash flows from financing activities		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)		70,000
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	209	(5,991)
3.5	Proceeds from borrowings	10,907	36,784
3.6	Repayment of borrowings	(13,998)	(40,339)
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Indirect tax liabilities		(24,313)
3.10	Net cash from / (used in) financing activities	(2,882)	36,140

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
4.	Net increase / (decrease) in cash and cash equivalents for the period		
4.1	Cash and cash equivalents at beginning of period	38,959	853
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(2,490)	(1,506)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(1,088)	(2,989)
4.4	Net cash from / (used in) financing activities (item 3.10 above)	(2,882)	36,140
4.5	Effect of movement in exchange rates on cash held	-	-
4.6	Cash and cash equivalents at end of period	32,498	32,498

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	32,498	32,498
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	32,498	32,498

6.	Payments to related parties of the entity and their associates	Current quarter \$A'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	-
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-
<i>Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.</i>		

7.	Financing facilities <i>Note: the term "facility" includes all forms of financing arrangements available to the entity. Add notes as necessary for an understanding of the sources of finance available to the entity.</i>	Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
7.1	Loan facilities	-	-
7.2	Credit standby arrangements	-	-
7.3	Working capital facilities	9,000	1,628
7.4	Total financing facilities	9,000	1,628
7.5	Unused financing facilities available at quarter end		7,372
7.6	Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.		

8.	Estimated cash available for future operating activities	\$A'000
8.1	Net cash from / (used in) operating activities (item 1.9)	(2,490)
8.2	Cash and cash equivalents at quarter end (item 4.6)	32,498
8.3	Unused finance facilities available at quarter end (item 7.5)	7,372
8.4	Total available funding (item 8.2 + item 8.3)	37,380
8.5	Estimated quarters of funding available (item 8.4 divided by item 8.1)	15
	<i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i>	
8.6	If item 8.5 is less than 2 quarters, please provide answers to the following questions:	
8.6.1	Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
	Answer:	
8.6.2	Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?	
	Answer:	
8.6.3	Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?	
	Answer:	
	<i>Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.</i>	

Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: April 23rd 2021.

Authorised by: Board of Directors.
(Name of body or officer authorising release – see note 4)

Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.