



Market Eye's Emerging Food and Beverage Conference

Investor Presentation

June 2021

Pure Foods Tasmania

Strategy to acquire, grow and develop premium food businesses in Tasmania

- Established as a Tasmanian hub of premium foods
- Developed a number of own brands organically
- Created e-commerce platform providing direct to customer relationship with nationwide distribution
- Broadened distribution domestically and via export including e-commerce in Asia with strategic partnerships



Organically

Through Acquisition



PURE TASMANIAN
seafood



DALY POTATO CO.
Tasmania



the
CASHew
creamery



Core portfolio of premium Tasmanian product



PFT distribution partner, Monde Nissin Australia extended the distribution of WBSH products into Victoria, New South Wales, ACT and Western Australia with additional distribution from July 2021 into Queensland

Sole supplier agreement signed for both WBSH salmon and trout products with Monde Nissin in addition to expanded product range



New Potato & Gravy product was launched into the local independent market in Tasmania with positive consumer feedback

Coleslaw launched into Woolworths stores in Tasmania, Victoria and New South Wales in April as part of the ranging

Extended distribution of the existing product will help with production efficiencies and volume optimisation.



Tasmanian Pate's sub-range Homestead Pate has continued to growth in volume with the range expanding outside major retail and into Independents and ecommerce in Q3 FY21.

Recent Acquisitions and New Brands – Plant Based Foods



Acquired March 2021

Handmade Tasmanian plant-based ice crème

Solid opportunity with focus on increasing distribution and product efficiencies by leveraging Lauds and New Pastures network

Unique IP behind formulation using Cashew not Coconut

The business is growing rapidly with FY21YTD sales growing 51% vs FY20 YTD.

June 2021



Acquired January 2021

Lauds currently provides all products for New Pastures range

Lauds' current range includes 8 products available in consumer and food service sized packs. PFT seeks to grow Lauds through:

- Sales and marketing initiatives
- New product development
- Scaling manufacturing



Launched November 2020

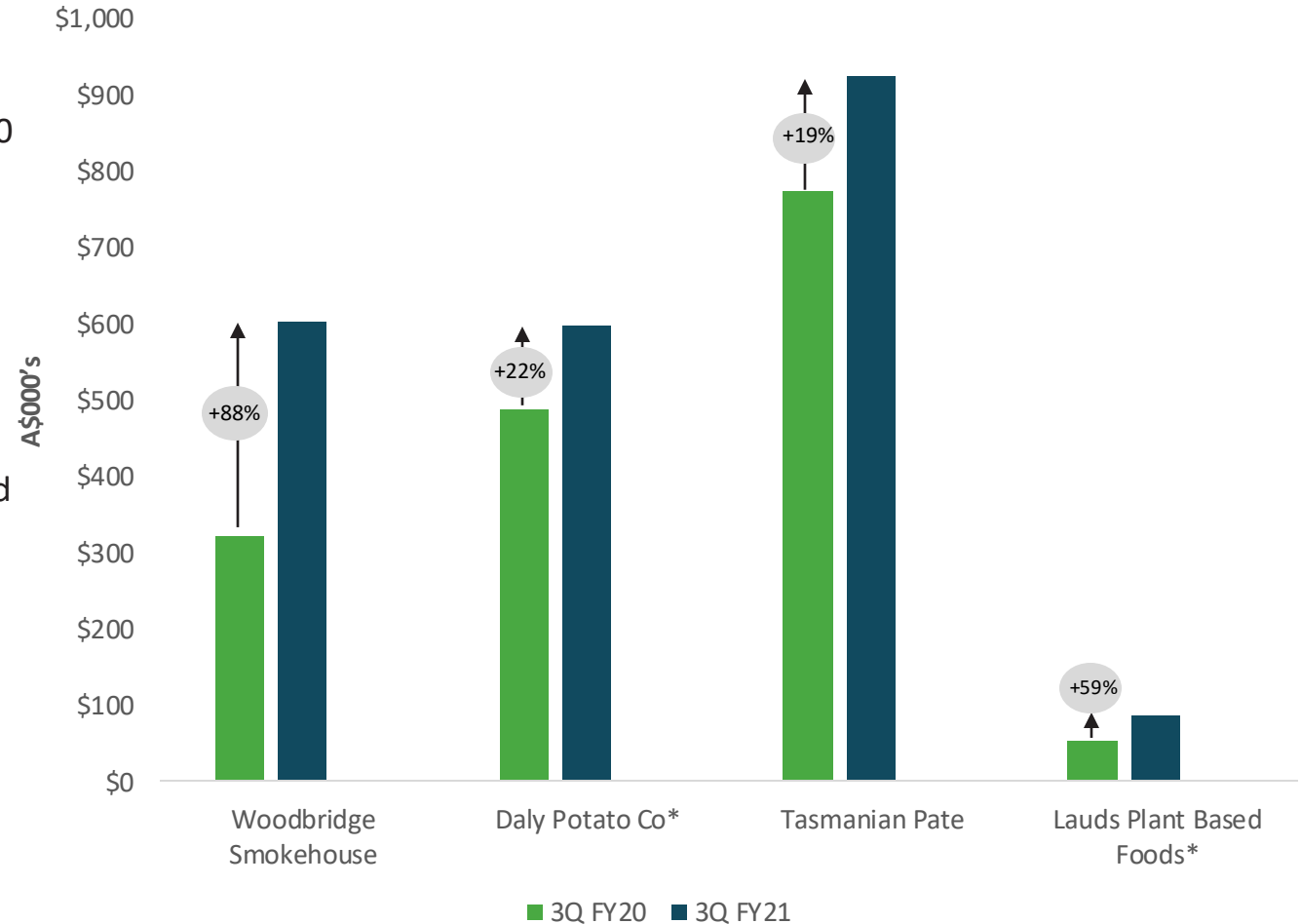
New Pastures brand focused on consumer awareness and consideration

Steady growth through independents (distributed through Woodbridge Smokehouse) and online

Strong financial performance

FINANCIAL HIGHLIGHTS

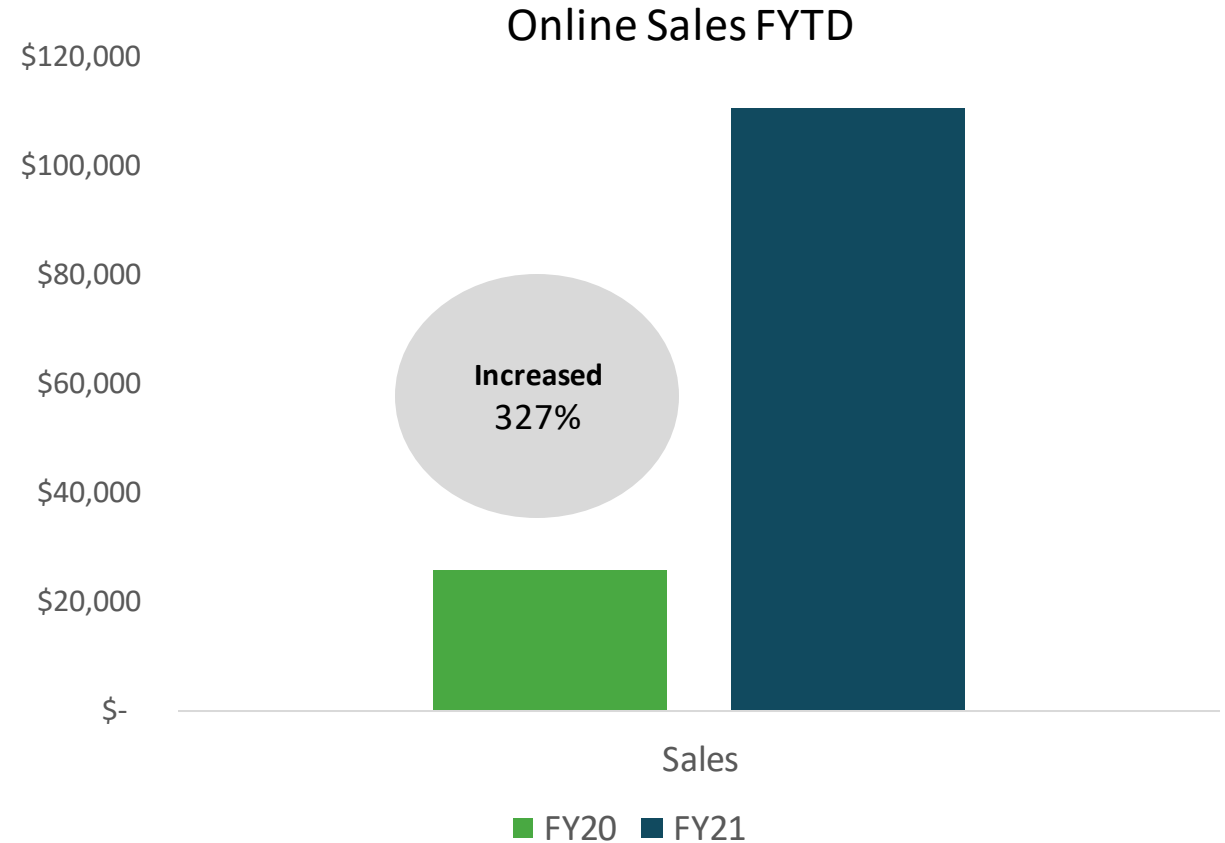
- Q3 FY21 sales revenue of \$2.1 million, up 35% vs Q3 FY20
- FY21 YTD sales revenue of \$5.8 million up 63% vs FY20 YTD to the end of Q3 FY21
- All divisions delivered strong revenue growth
- Strong growth in e-commerce sales, up 316% vs Q3 FY20
- Operating cashflow was \$299k as the company continued to invest into product development and growth.
- Cash and cash equivalents at the end of the period was \$2.69 million.



*Revenue GROWTH FY21 YTD v FY20 YTD ending 31/3/21 unaudited

Focus on e-commerce

- **E-commerce strategy was established in FY21**
- **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:**
 - New Online store launched in August 2020
 - Strategic plan helping to drive growth through increased traffic, wider offerings and higher conversions
 - Only the beginning of the growth for the digital sales channel

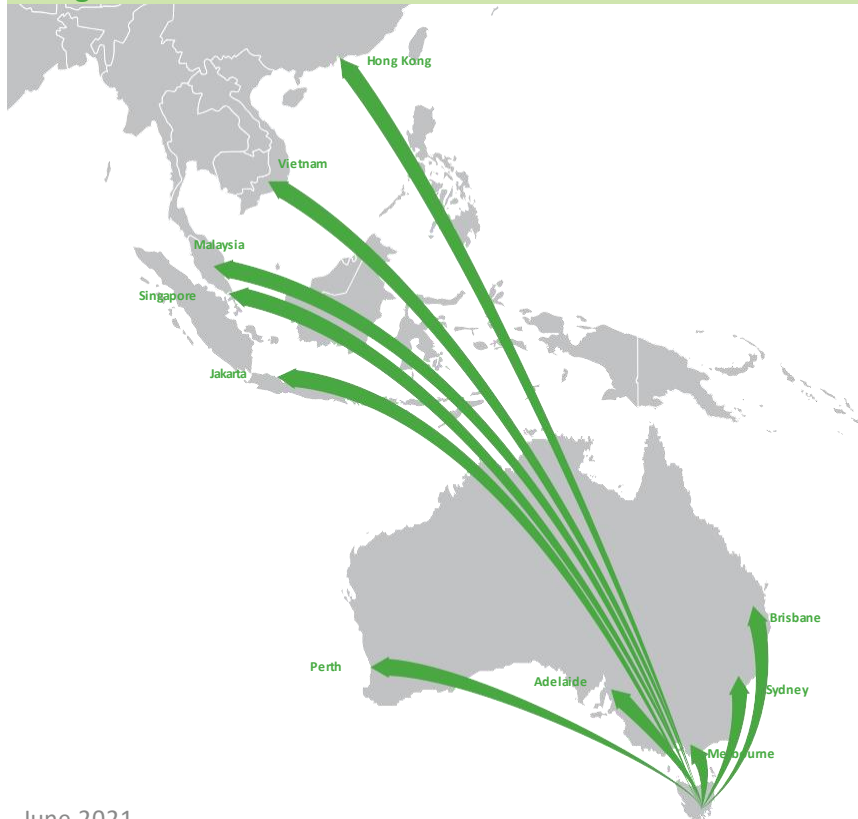


A growing customer base across all distribution channels

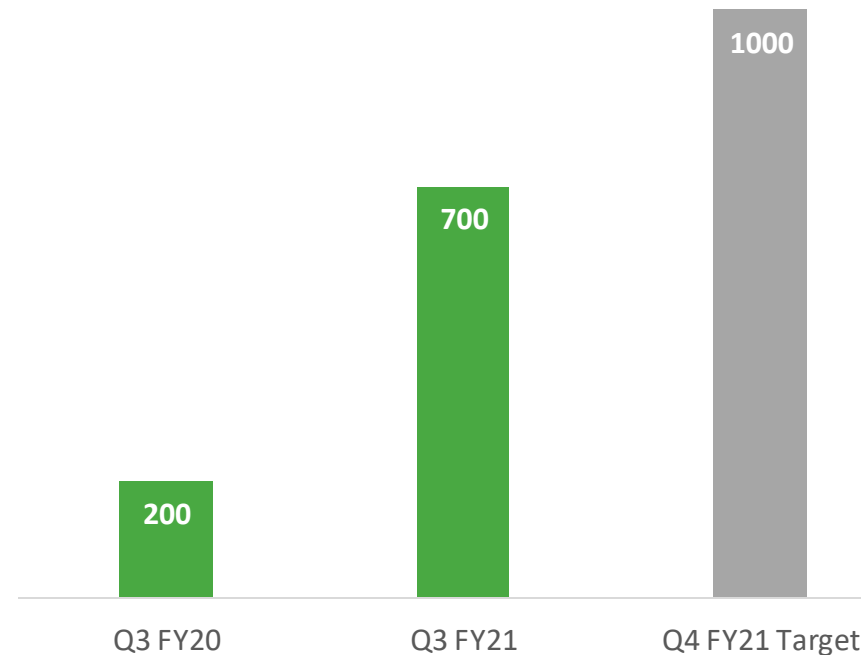
PFT's Key Customer Segments



Strong distribution channels across APAC



Growing network of stockists



FY21 Achievements



Built new Pate factory and extended Woodbridge Smokehouse capability



New processing equipment purchased to improve yield and efficiency
New online store launched for Australian consumer e-commerce channel



Launched new premium Homestead Pate into 850 Woolworths stores nationally and New Pastures, plant-based dairy



Expanded distribution network through Meat Club & Redmart (Singapore) and through Monde Nissin Australia (MNA) Nationally



Acquired Daly Potato Co. The Cashew Creamery and Lauds Plant Based Foods

Our outlook and focus

New Product Development trials using our exclusive Marinova product, Tasmanian wakame

Product trials in prepared meals category

Build unique snack product range and secure petrol and convenience distribution for plant-based ice creme

Leveraging opportunities with cross promotions

Continue to find opportunities of growth organically and through acquisition

Range Tasmanian Pate through export channels in Asia





Thank You

PureFoods Snapshot

Corporate overview

ASX code	PFT
Market cap (as at 3 June 2021 \$0.59 per share)	\$32.9m
Shares on issue	53.9m
Cash at bank	\$2.69m ¹

Register Composition

	% held
Board and Management	12.6%
Retail and Other	87.4%

BOARD



Malcolm McAully
NON-EXECUTIVE
CHAIRMAN



Michael Cooper
MANAGING
DIRECTOR



Alexander 'Sandy' Beard
NON-EXECUTIVE
DIRECTOR



Ken Fleming
NON-EXECUTIVE
DIRECTOR



Justin Hill
COMPANY
SECRETARY

1. As at 30 March 2021