



Q1 FY22 Update

October 2021

Approved by the Managing Director
All numbers are unaudited

Pure Foods Tasmania Overview

PFT was formed in 2015 to acquire, grow and develop premium food businesses in Tasmania with a highly experienced Board and Management team.

Since establishment, PFT has become a Tasmanian hub of premium foods having now developed a number of own brands organically and through acquisition as well as creating:

- E-commerce platform providing direct to customer relationship with nationwide distribution
- Broader distribution domestically and via export including e-commerce in Asia with strategic partnerships



*Organically
Grown Brands*



PURE TASMANIAN
seafood

Brands Through Acquisition

DALY POTATO CO.
— Tasmania —



the
Cashew
creamery

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Investment Rationale

- PFT's strategy is to grow via the acquisition of complementary businesses and/or assets with a focus on synergistic and similar food/beverage businesses in Tasmania as well as other complementary businesses and/or assets
 - Focus is very much to invest in consumer lead categories Plant Based Food & Beverage continues to lead the World in the next generation of sustainable food, along with Premium foods sourced from the purest environment on the planet. Tasmania PFT has a competitive advantage matched by no other
- The PFT Incubation Fund established to assist early-stage businesses operating in the Tasmanian food and beverage industry. PFT aims to identify and incubate businesses that PFT believes have significant potential to become high growth businesses; this strategy has already proven success with both Lauds & Cashew Creamery being introduced via this fund and there are other conversations underway.



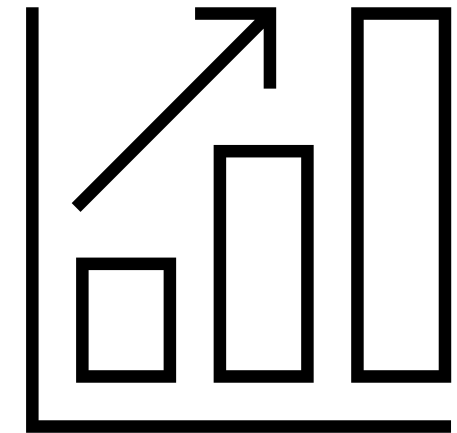


Q1 FY22 RESULTS

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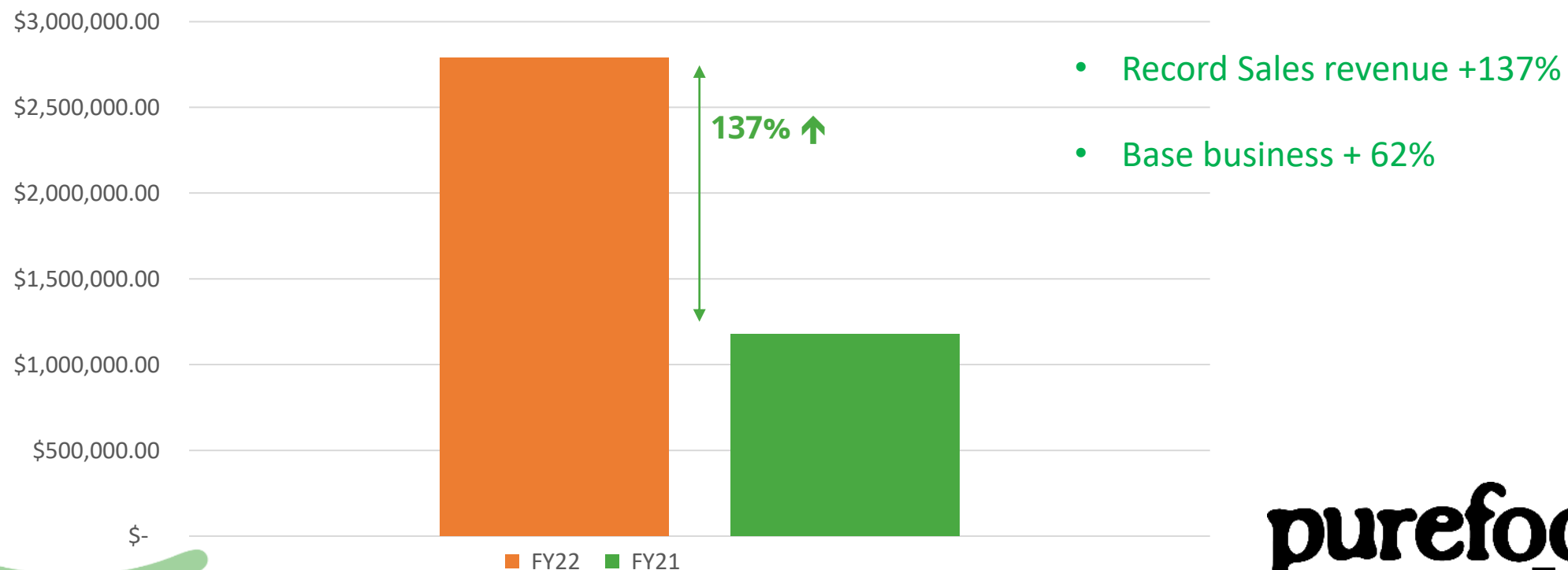
Record Sales QTR - Q1 FY22 vs Q1 FY21

PFT Group	\$2.78M*	+137%
Tasmanian Pate	\$1.027M	+16%
Woodbridge Smokehouse	\$843k	+201%
Daly Potato Co.	\$704K	+39%
Lauds Plant Based Foods	\$75K	+2%
The Cashew Creamery	\$99k	+207%



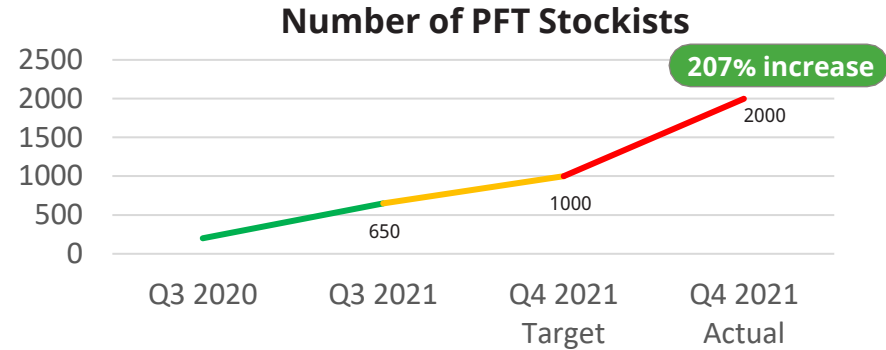
PFT Group Q1 FY22 vs Q1 FY21 Results

	FY22	FY21	Var \$	Var %	
Group Sales*	\$2,785,679	\$1,177,233	+\$1,608,406	+137% ↑	



* Gross sales - management accounts – unaudited

CUSTOMER BASE CONTINUES TO GROW ACROSS ALL CHANNELS



PFT’s Key Customer Segments

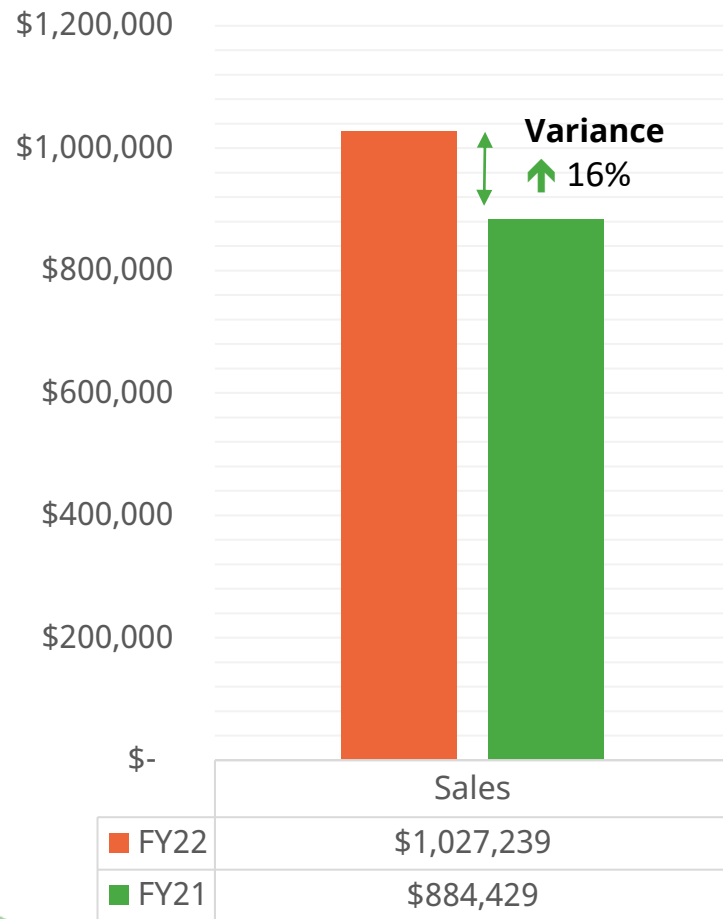




With strong revenue growth achieved in Q1 FY22 the team is excited about the outlook for our business into 2022 and beyond.

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Tasmanian Pate – Q1 FY22



- Strong sales growth driven by the launch of new Chicken & Cheddar into 900 Woolworth's stores
- New Chicken & Chilli launched into IGA stores
- Automation project on track with new sealer/packer due December 2021 to support growth and improve efficiencies

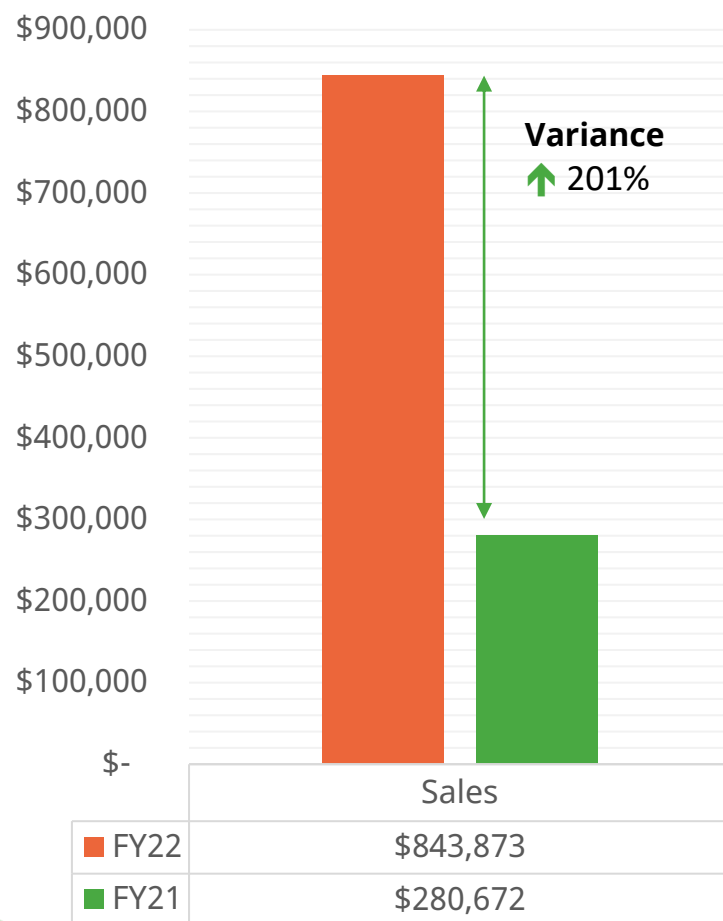
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Q1 FY22 was the largest QTR for Woodbridge since inception in 2004



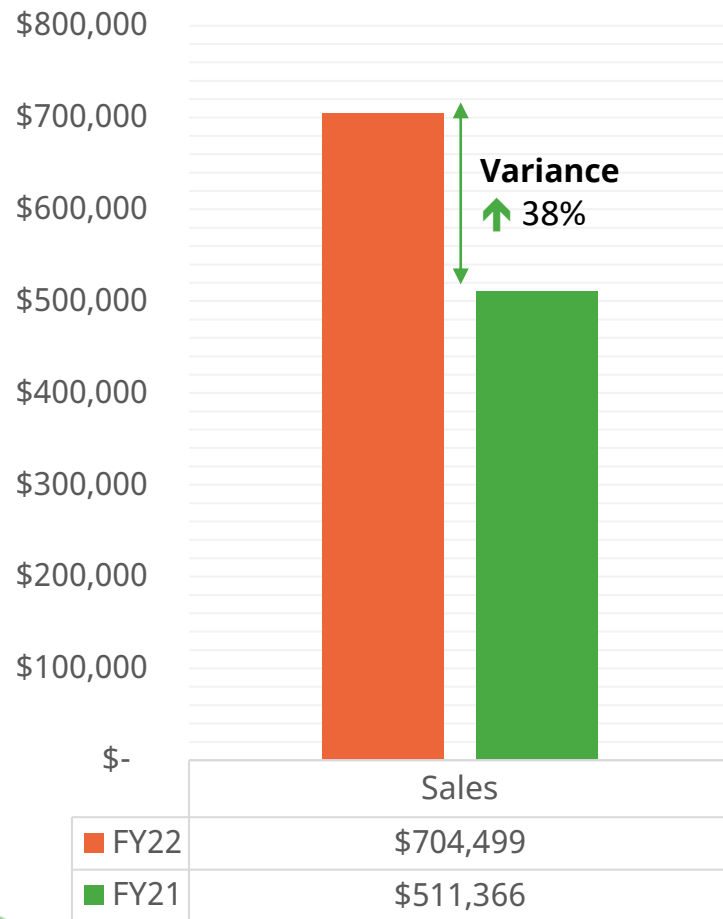
Woodbridge Smokehouse – Q1 FY22



- Strong export sales delivered record QTR for WBSH
- Domestic sales also well supported by National IGA stores
- New refresh packaging also launched in Q1 FY22

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Daly Potato Co – Q1 FY22



DALY POTATO CO.
— *Tasmania* —

- New premium Coleslaw has been extremely successful with the product moving to No1 ranked Daly product
- Potato & Gravy has one more final hurdle to complete and the product is then ready for ranging into Major retail !!
- NPD continues to be a focus with discussions ongoing with new customers for launch these in Q3 FY 22

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The Big Opportunity

Potato & Gravy ready to launch into major retail via Hot Boxes sold along side BBQ Chickens

Potato & Gravy has one more final hurdle to complete and the product is then ready for ranging into Major retail

It is estimated there is roughly 90 million BBQ Chickens sold through retail stores in Australia each year at close to \$1 Billion in sales*

*Meat and Livestock Australia Limited report – June 2016





The Cashew Creamery has a very unique product that as far as we are aware is a first for the Australian market with a base ingredient of cashews as opposed to the majority of competitors who use coconut

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The Cashew Creamery – Q1 FY22

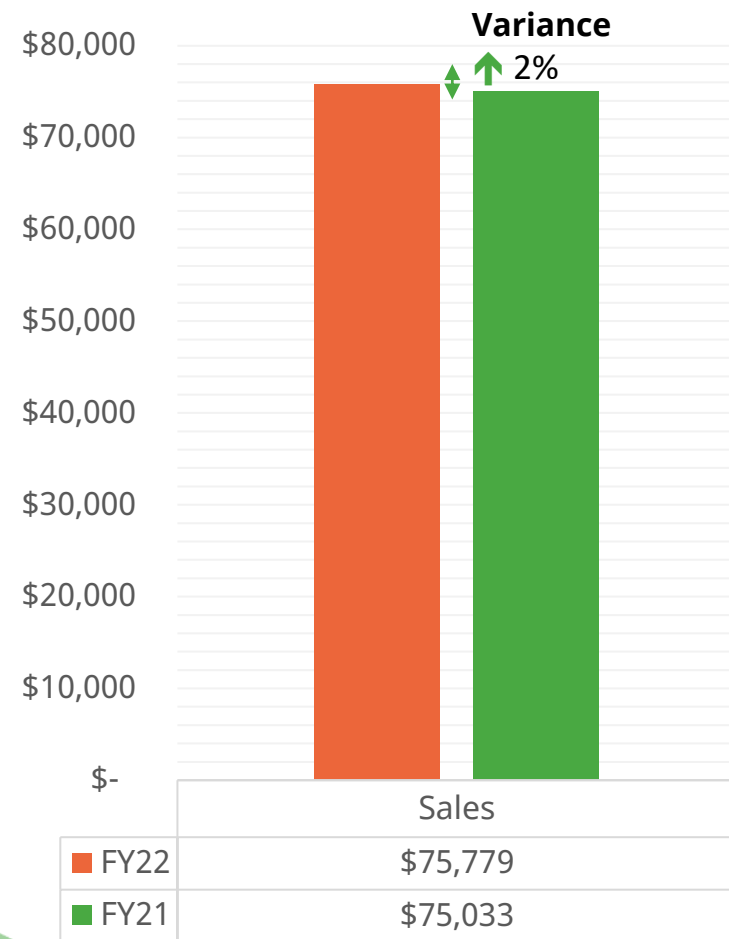


- Multi packs launched in July
- National distribution partner secured in September
- 58% route distribution achieved in Q1 FY22

Top 5 Flavours by Value:

1. Chocolate Cashew Bar
2. Strawberry Cashew Bar
3. Mint Chocolate Cashew Bar
4. Vanilla Cashew Bar
5. Coffee Cashew Bar

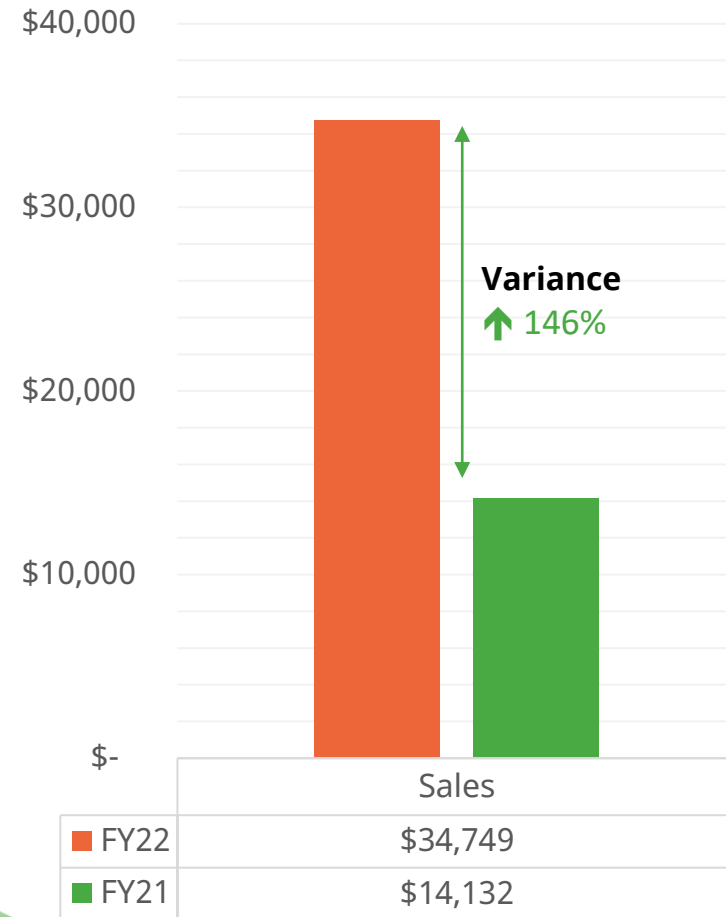
Lauds Plant Based Foods – Q1 FY22



- NPD is well underway to support new opportunities for Lauds
- New products will activate further distribution
- Indian Export opportunity secured in August for first delivery in December 2020

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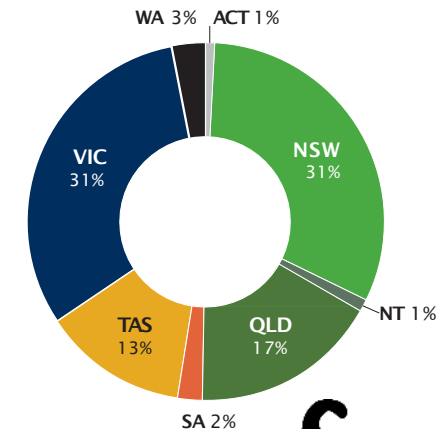
Online Store – Q1 FY22



146%
Growth
Q1 FY 21 v
pcp

- Experiencing continued growth on our e-commerce channels
- Focusing on providing various pack and hamper options to make shopping experience easy
- Our online store has now delivered to over 740 suburbs around Australia, including as far as Ciccone NT, Pt Douglas QLD, Flinders Is TAS, and Port Hedland WA

State Break-up of Online Orders by Value



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\$5.3M Successful Capital raising completed

Pure Food Tasmania Limited (ASX: PFT) (**PFT** or the **Company**) announced on 7 October 2021 that sophisticated and professional investors (**Investors**) had agreed to subscribe for \$5,300,000 (before costs of the offer) via the issue of unsecured convertible securities (**Convertible Notes**) they be issued in 2 tranches .

1. Tranche 1 – Tranche 1, comprising 3,800,000 Convertible Notes (**Tranche 1 Convertible Notes**) to raise A\$3.8 million (before costs of the offer) is now complete with the Tranche 1 Convertible
2. Tranche 2 – comprising 1,500,000 Convertible Notes (**Tranche 2 Convertible Notes**) to raise a further A\$1.5 million (before costs of the offer) is yet to be issued and is conditional on shareholder approval being obtained for the purposes of ASX Listing Rules 7.1 and 10.11 at a general meeting, currently expected to occur on or about 26 November 2021. The settlement of Tranche 2 is currently expected on or around 30 November 2021, subject to shareholder approval being obtained.



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