

Vita Life Sciences Ltd

Morgan Stanley Micro Cap Conference



ENRICHING LIVES

SINCE 1947

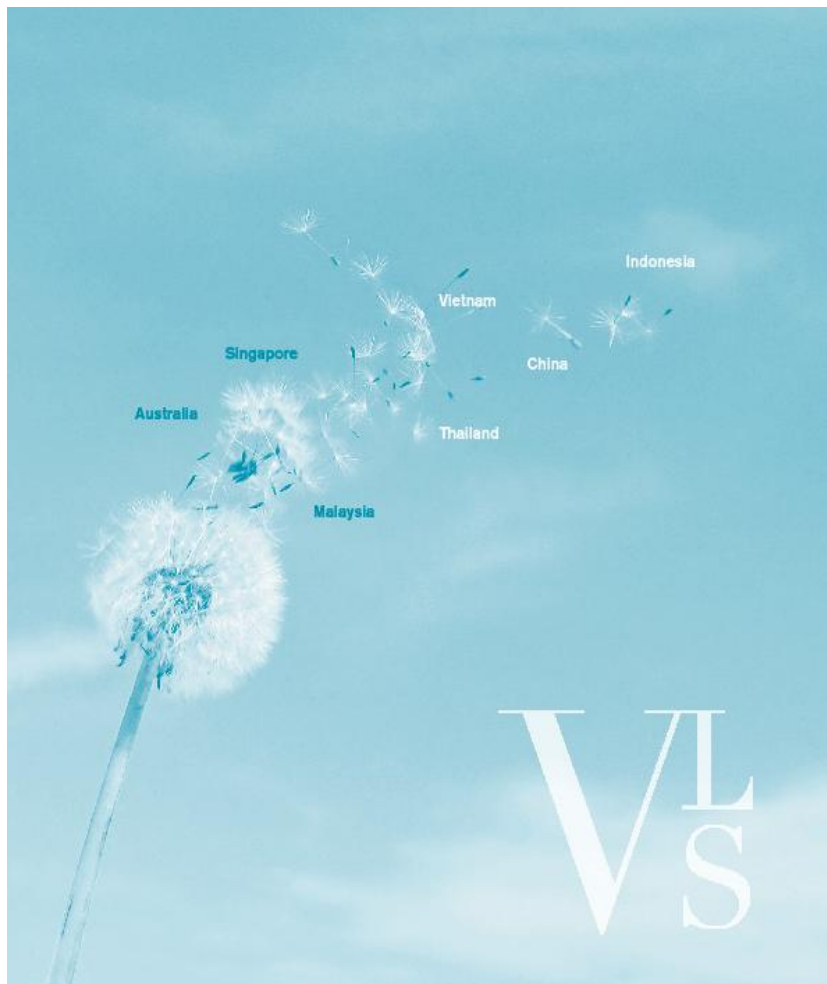


Vita Life Sciences overview



- Asia Pacific pharmaceutical and healthcare over-the-counter business involved in the formulating, packaging, sales and distribution of vitamins and supplements
- 750 - 800 registered sku of vitamins and supplements sold in 7 countries in the Asia Pacific region
- 3 major brands
- VitaHealth: products sold in pharmacies, hospitals, clinics and health food stores throughout Southeast Asia
- Herbs of Gold: products sold in health food stores in Australia, and pharmacies in Singapore and Malaysia
- VitaScience: products sold through independent pharmacies in Australia
- Approx. 425 employees across 7 countries
- ASX listed since 2007 (ASX:VSC)

Vita Life Sciences Footprint



	Population (m)	Business Commenced	2015 Revenue (A\$m)
Australia	24	1989	15.6
Malaysia	31	2000	14.4
Singapore	5	1947*	6.3
Thailand	68	2007	2.3
China	1,379	2008	
Vietnam	92	2010	
Indonesia	258	2015	

Vita Life Sciences products and market channels



Country presence - At IPO (2007)	Malaysia Singapore	Australia #	-	-
- Expanded (2008 +)	China Thailand Vietnam Indonesia (H2 2015)	Singapore* Malaysia*	Malaysia	Australia
Total no. of products (sku) on sale	~450	~200	~30	~20
Product offering				
Supplements	✓	✓	✓	✓
Vitamins	✓	✓	✓	✓
Minerals	✓	✓	✓	✓
Meal replacement	✗	✗	✓	✗
Market channels	Health food stores & pharmacies	Health food stores# & pharmacies*	Direct to customer	Independent Pharmacies

Vita Life Sciences has built a portfolio of recognised & respected brands

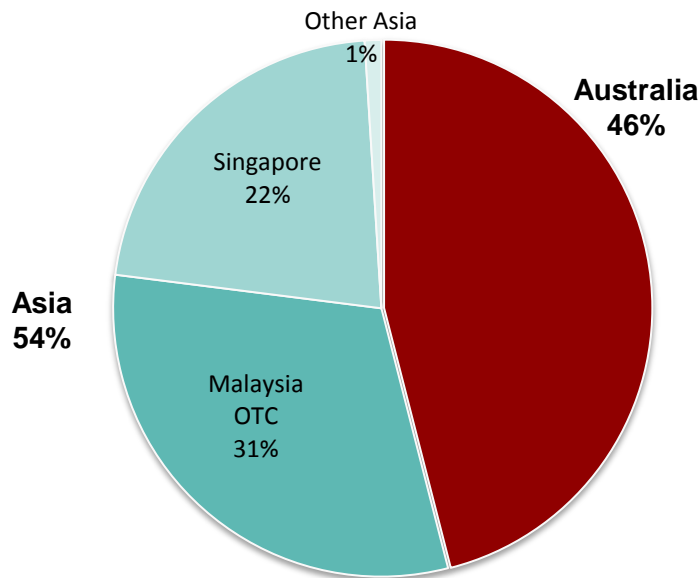
VSC has achieved its IPO strategies

The commencement of operations in Indonesia during 2015 represents a watershed moment for VSC as it has now achieved strategic goals set at IPO:

- ✓ Consolidate business in 3 established countries: Australia, Malaysia and Singapore
- ✓ Expansion of marketing channels in 3 established countries
- ✓ Expand into 4 new Asian countries with 50m+ population
- ✓ Generate consistent profitability and dividends for investors

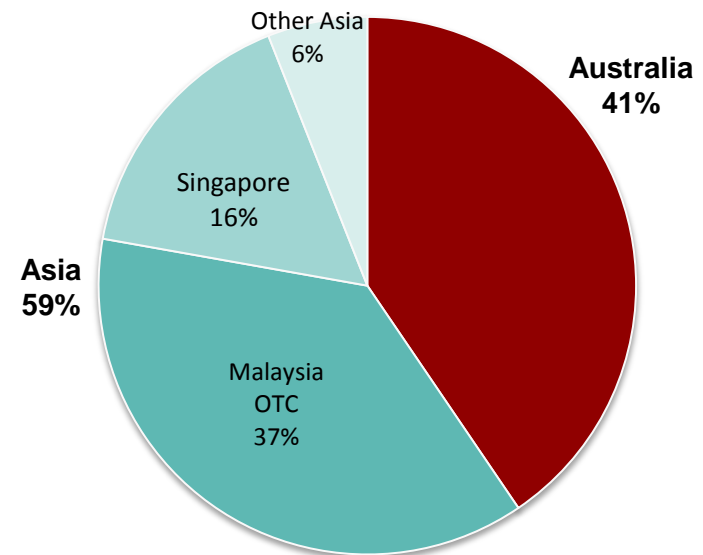
Vita Life Sciences platform growth since IPO

2008 revenue by geography



Total revenue: \$14m

2015 revenue by geography



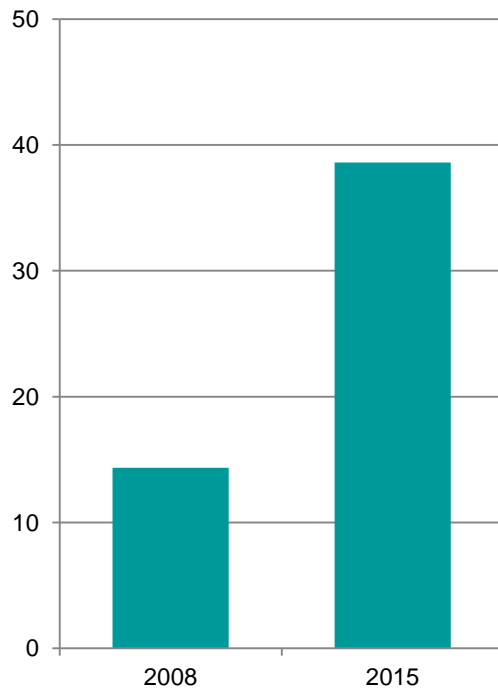
Total revenue: \$39m

Revenue has grown from both consolidation of established businesses and introduction of new market channels

Vita Life Sciences growth since IPO

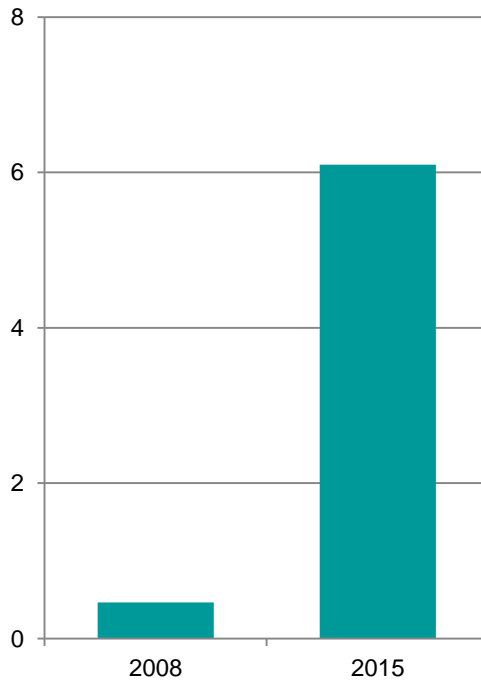
Revenue

(A\$m)



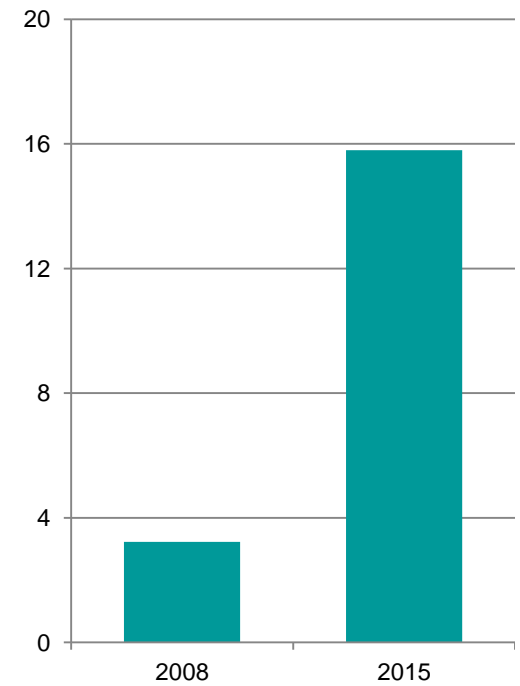
EBIT

(A\$m)



EBIT Margin

(%)



Positioned to grow with the health conscious Asia Pacific middle class

- 1 **Trusted brand portfolio**
- 2 **Established footprint in 7 countries**
- 3 **Substantial product portfolio offering 750 - 800 sku and growing**
- 4 **Platform for sustained growth: operations established in 7 Asia Pacific countries**
- 5 **Financially disciplined: Growth and expansion into 4 new Asian markets has been achieved since IPO whilst maintaining a net cash balance sheet**

VSC will leverage off established platform in next phase of lifecycle

1

VSC's established platform:

- **Reputable brands recognised in 7 countries**
- **Selected 50m+ population South East Asian countries entered**
- **Management build out in established markets**
- **Managing Director to focus proven skills in building new businesses day-to-day, while overseeing established markets**
- **Malaysian Central facility to provide considerable benefits**

2

Group wide, margins have stabilised at a sustainable level. VSC now focussed on revenue growth.

Malaysia Central Facility



Malaysian central facility will increase VSC's operational capabilities:

- **On-site new packing plant will enable VSC to increase customer service;**
- **On-site laboratory positions VSC to meet more stringent product efficacy pharmaceutical regulations associated with the inception of the ASEAN free trade agreement;**
- **State of the art training centre providing an education focal point for staff and customers alike; and**
- **Technologically and aesthetically improved office & meeting spaces**

Malaysia Central Facility



Established market objectives: Australia

 **CEO of Australia, Mr Andrew O'Keefe, commenced October 2014**

 **Mr O'Keefe's key deliverables:**

- 1. Consolidate Herbs of Gold market position**
- 2. Introduce VitaScience brand to the marketplace and build a sustainable business**
- 3. Identify opportunities to leverage Group's position into new customer groups**

Herbs of Gold – Permeating the Asian market

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herbs of gold™

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CHC 70858-07/18

VitaScience is an exclusive brand for Australian independent pharmacies



Thursday 24th March 2016 10:00am – 3:00pm

Come to our MASSIVE Health Promotion Day!



On the day:

- Free Naturopathic consultations
- Free product give-a-ways!
- Chance to win ukuleles
- Taste testing & product sampling
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VITA SCIENCE
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Representatives on the day from:

VitaScience		
Isowhey	Ethical Nutrients	Bio Island
Blackmores	Nature's Own	Unique Health
Blooms	Thompsons	Body Science

**507 PRINCES HWY,
ROCKDALE**

Established market objectives: Malaysia OTC and Singapore

 CEO of Malaysian and Singaporean established businesses, Mr Danny Tan, commenced February 2016

 Mr Tan's key deliverables are:

1. **Build on Vita Health market leading position brand in Singapore and Malaysia**
2. **Introduce Herbs of Gold brand to the marketplace and build a sustainable business**
3. **Identify opportunities to leverage Group's position into new customer groups**

New market strategies



Operations established, however remain in their infancy



Through management build out in established businesses, Mr Tie's extra capacity will allow him to drive the new markets:

- **China: Regulatory hurdles to be navigated**
- **Thailand: Introduction of new management team to address product positioning to changing market conditions**
- **Indonesia: Operations commenced in 2015**
- **Vietnam: Expanding product line and build out of staff**
- **Malaysian MLM: Upgraded training and meeting facilities in Malaysian headquarters is expected to add significantly to the stature of the MLM and attract skilled staff**

Outlook for 2016

- **The Company's steady growth in recent years is expected to continue in 2016**
- **Given the Company's diverse operating platform the Directors intend to provide more detailed guidance mid way through the year**

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