



THE **FOOD**  
REVOLUTION  
GROUP

# Annual General Meeting

22<sup>nd</sup> January 2021



# FY20 key impacts on FOD performance

- Acquired Original Juice Co brand – September 2019
- Drought and fires impact supply by 40%
- Orange prices increased from \$450/ tonne to \$650/ tonne
- COVID impact across local supply, manufacturing, export and investment
- No grower contracts – oranges account for 48% of total COG
- Capital structure clarity
- Clarity of strategy and implementation of plans, scorecards & KPI's



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# 2020 financial review

**FY20 Gross Sales**

**+17%**  
To \$42m in FY20

**Gross Profit Margin**

**15%**  
25% in FY19

**EBITDA loss**

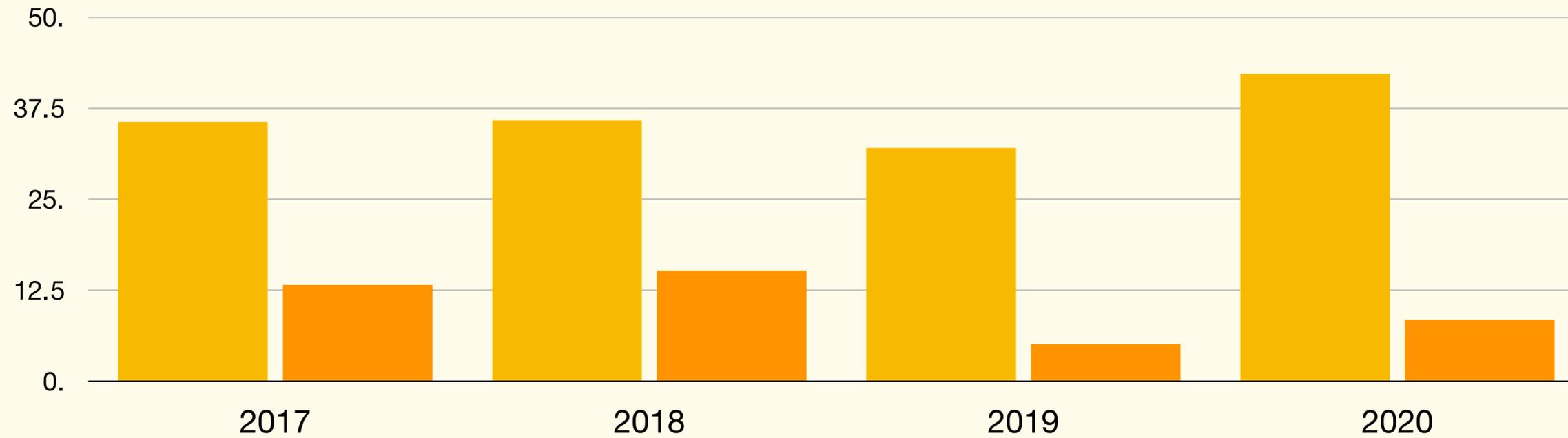
**\$5.5m**  
Loss of \$11.6m  
in FY19

**Non COGs Expenses**

**-32%**  
To \$10.3m in  
FY20

**Cash**

**\$2.9m**



■ Gross Sales    ■ Gross Profit



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# Direction & deliverables



## Our Ambition

To be a leading Branded provider of beverages, functional foods, nutraceuticals and wellness supplements that improve the quality of consumers' lives in the use of *all natural* ingredients.



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# Market trends that support our position



— **Shift to healthy eating** and consumption of more natural products



— **Healthy living lifestyles** – exercise, diet, work/balance



— **Obesity** concerns have exploded myths about sugar



— **Covid-19** drives consumer focus on hygiene & **preventative foods**



— **Increased consumer choice**



— **Formal mealtime** replaced by “**on the go**” Convenience



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# Our brand portfolio

**Original**<sup>TM</sup>  
JUICE CO.  
BLACK LABEL



**Premium fresh juice**

**OBL**  
100% Australian juice  
**OJC**  
Cold pressed range  
Plant based range  
Quenchers



**All natural wellness**

**Superfoods & plant based ingredients**  
Immunity Shots  
Wellness beverages  
Adaptogen powders

**ERIDANI**



**Premium health & beauty**

Marine Collagens  
Australian superfood with  
Collagen

# Overall strategic direction

Build Brand portfolio

Expand into Export markets

Drive performance Improvements

Expand our availability in Australia

Security of Supply

Lead Player in Functional Foods

Create a safe work environment and ensure we establish a passionate and inspired team



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# Key Deliverables

As at 30<sup>th</sup> November

Juice sales: \$16.4 million

 +19.4%

OBL

21% growth

VS Market Growth of 3%

EBITDA & SALES GROWTH

YTD turnaround, now trading profitably.  
Capital raising of \$4.5m

FASTEST GROWING BRANDS

OBL continues to outperform  
The market

SECURE SUPPLY

Signed 24 month supply agreement with major Growers @\$450/ tonne

PRICE INCREASES

Effective 14th September 2020, prices with all Australian retailers increased by over 12.5%

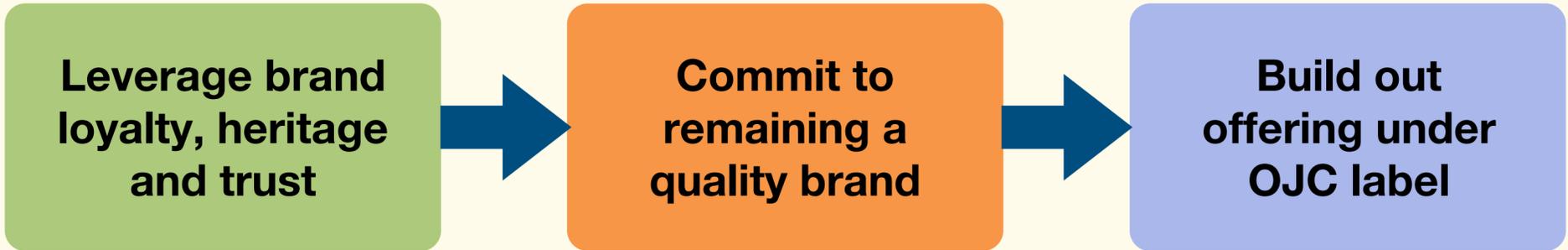
LAUNCH WELLNESS RANGE

Juice Lab shots now ranged in Coles  
Eridani brand has been launched,  
Clean room commissioned



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# Original Juice Co. strategy



Seasonal



Probiotic  
50% less sugar



Flower Power  
Goodness Green  
Golden Hour

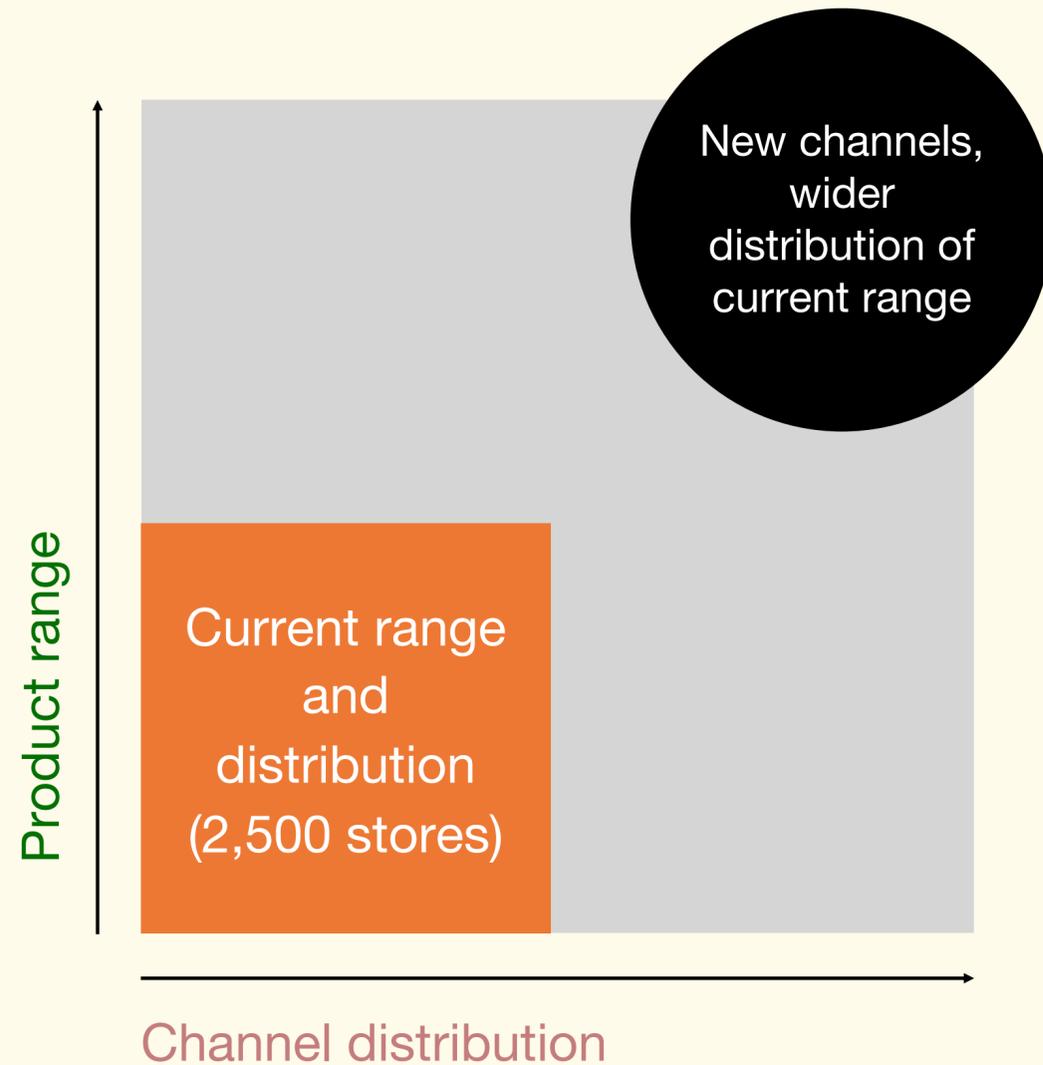


Quenchers

Veggie



# Orange Juice Co. growth map



01

Expand into new channels (3,000+ stores)

- Route
- Petrol & Convenience
- Export

02

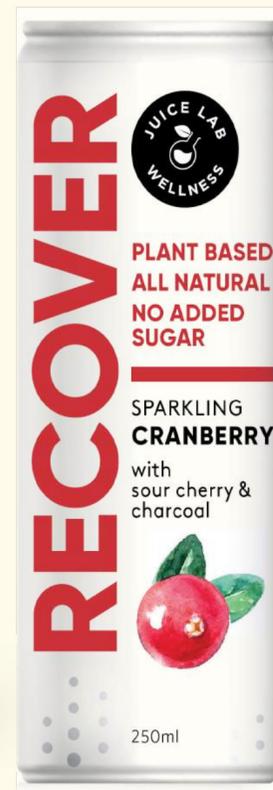
Product differentiation

- Carbonated wellness Beverages
- On-the-go offering
- Better-for-you beverages



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# Revolutionise the \$3Bn – Carbonated Beverage Market



- **Juice Lab**, first to market with range of Carbonated Wellness Drinks in 250ml can
- Better for you/ wellness benefits delivered through *all natural plant based* ingredients
- Achieving 1% of the market delivers **\$30m revenue business**



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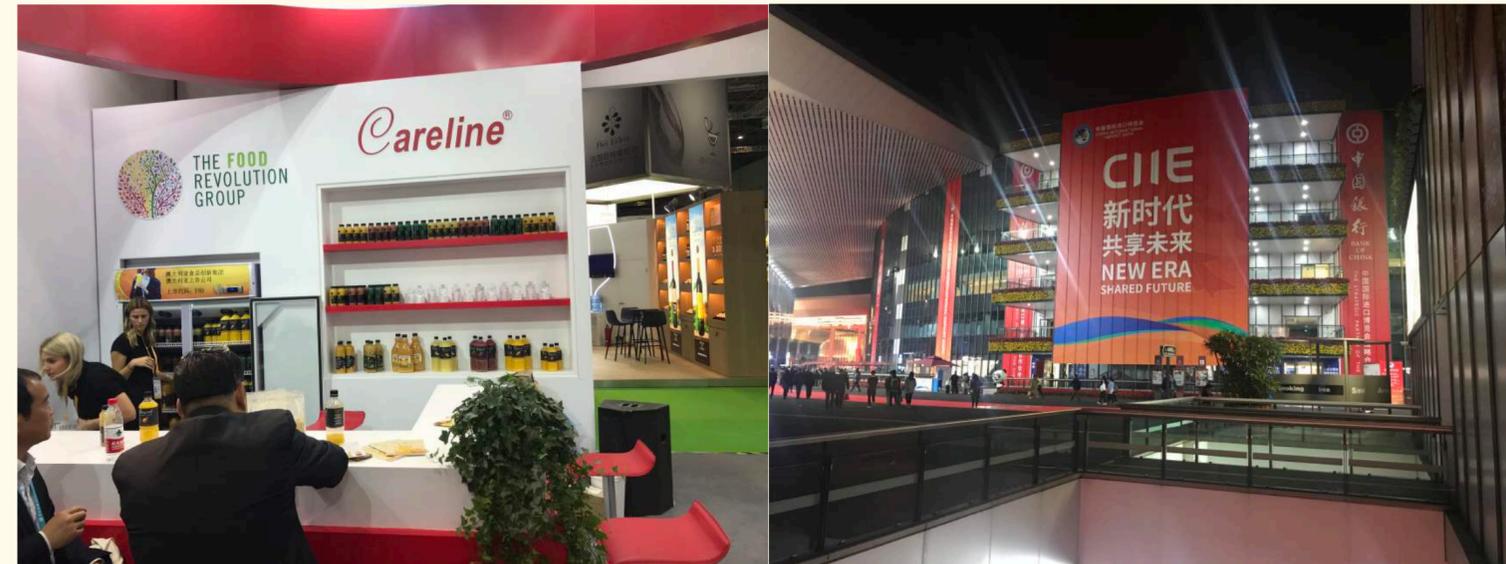
# Extensive channel focus in China

## Careline/C-mart Network

Utilising e-commerce platform which has 10 000 distributors today. Careline will be an active distribution channel for new products from FOD's plant upgrade

## e-Commerce

FOD plans to establish JD and Tmall e-commerce shops/presence



## Potential verticals

Develop distribution partnerships:

- Chinese supermarkets
- Partnerships through Norman Li
- Launch at Shanghai Show (November 2020)

# Our aspirations



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