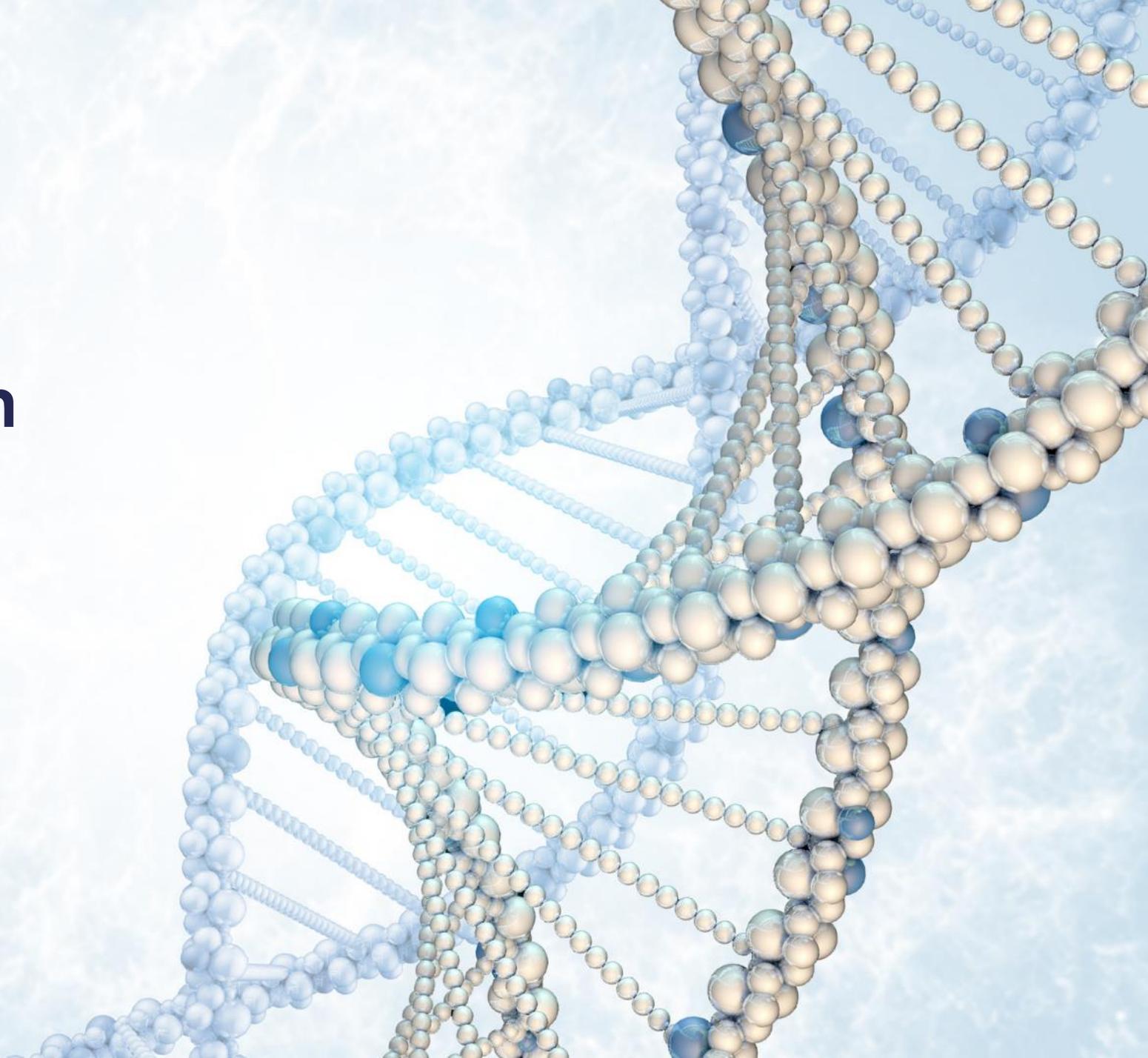


# Investor Presentation

April 2021

**HOLISTA  
COLLTECH**



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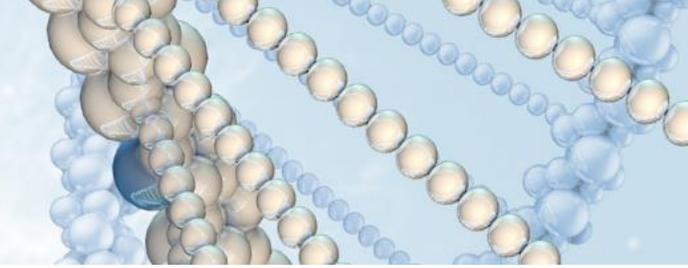
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# Company Overview (ASX: HCT)

## World-leading technologies & global reach



Holista Colltech is an emerging Australian developer of unique health and wellness products in the US\$4.5 trillion Global Health and Wellness Industry

| Key Market Stats*      |              |
|------------------------|--------------|
| Market Cap             | \$16.2m      |
| 52-week Trading Range  | 5.5¢ - 27.5¢ |
| Average Daily Vol.     | 591,632      |
| No. of Shares on Issue | 275.4m       |
| Top 20 Shareholders    | 61%          |

\*As of 09/04/21

- Global reach with customers in Asia, US and Australia
- Successfully commercialised portfolio of patent-protected/proprietary technologies
- Established track record with ~\$7m in annual sales
- Key products include low-GI food ingredients used by leading food manufacturers, all-natural sanitisers for consumer and industrial applications, market leading dietary supplements and disease free ovine Collagen.

# Investment Proposition

## Well-positioned for growth



Multiple growth avenues with defensive revenue streams



Global reach with proven products sold around the world



Large addressable and growing markets in health/wellness



Well-funded to grow with cash holdings of ~\$3m



Positive 2021 outlook with improved results expected

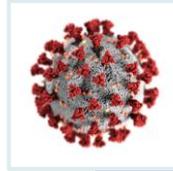
# Business Division

## Growth engines



### Healthy Food Ingredients

- Fastest growing division in FY20 (sales +525%)
- Momentum expected to continue
- GI Lite™ for healthier breads, tortilla, etc
- 80Less™ sugar substitute , tapping on increasing awareness danger of sugar



### Infection Control Solutions

- Newest business (FY20 1<sup>st</sup> year contribution)
- Strong multi-year growth potential
- Patented all-natural sanitisers
- Unique delivery via HVAC systems via a patented M3® technology
- Patented nasal balm formulation



### Dietary Supplements

- Largest sales/profit contributor
- Recovering strongly from COVID-19 impact
- Market leading vitamin brand in Malaysia



### Ovine Collagen

- 1<sup>st</sup> to produce ovine collagen from Australian Sheep
- Patented processes
- Australian collagen highly sort after due to disease-free status
- Product sold to cosmetics manufacturers



# Healthy Food Ingredients

Fast Growing and Underpenetrated  
Global Markets

# Large & Growing Problem

Diabetes & Obesity: the next pandemic with no vaccine

- Global obesity and weight loss market forecast to grow 7.1% CAGR (2019-2027)<sup>1</sup>
- One-in-10 adults predicted to develop diabetes by 2040 (642 million)<sup>2</sup>
- Low GI food recognised as being part of solution to the health crisis
- Current low GI foods have poor taste and mouthfeel
- Australia is the world leader in low GI research
- Holista have a full range of low GI foods, tested and validated by the University of Sydney

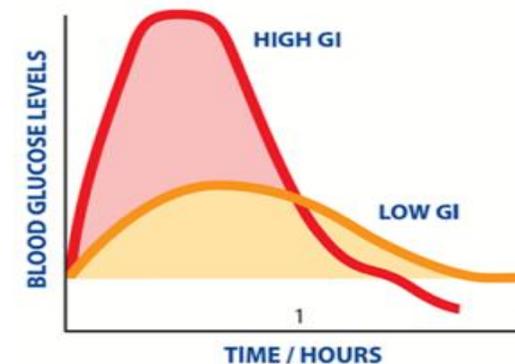
<sup>1</sup> Coherent Market Insights: <https://www.coherentmarketinsights.com/market-insight/weight-loss-and-obesity-management-market-3448>

<sup>2</sup> Diabetes Australia: <https://www.diabetesaustralia.com.au/about-diabetes/diabetes-globally/>

## What is low GI?

The Glycemic Index (GI) is a tool that measures how carbohydrates affect blood glucose levels based on a scale of 0-100.

Foods with high GI readings causes blood sugar levels to spike. Low GI foods release sugars more slowly and is more beneficial to the body as it helps to manage weight, diabetes and other health issues.



# Attractive Market Opportunity

GI Lite™ filling an unmet need – healthy & same great taste

- Patented GI Lite™ is a Low GI-Certified, non-GMO, clean label (all-natural) premix
- All ingredients sustainably harvested in natural conditions
- Can be added to all white flour-based products (e.g. all bread, pizza, muffin/cake and pasta doughs)
- Unique as it's made from four plant-based ingredients: Okra, Fenugreek, Lentils and Barley
- Does not affect taste or mouthfeel of original food product
- Independent testing by University of Sydney showed GI Lite™ lowered the GI in food by 30% to 40%



*Muffins, white breads and pasta made with GI Lite™ scored a GI reading of 48, 46 and 38 respectively – **the lowest in the world***

# Better Sugar Substitute

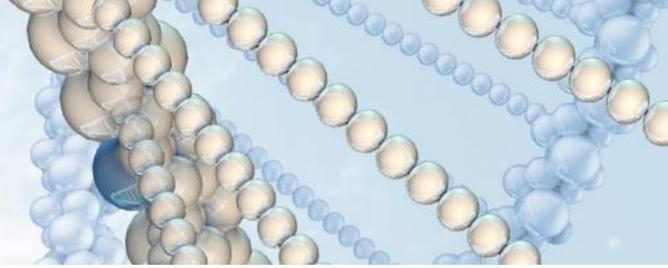
## 80Less™ extra sweet opportunity

- Low GI and low-calorie sugar substitute used in food manufacturing
- Five times stronger than regular sugar and lowers calories by 80%
- No artificial aftertaste and taste like sugar at all temperatures
- Easy reformulation and shelf stable in liquids or solids
- Can be used in desserts, tapioca pearls (bubble tea) and sweet drinks
- Drinks using 80Less™ can be labelled “sugar free” and avoid potential sugar taxes (<0.5g FDA)
- Storage and transportation cost savings for F&B manufacturers



# Unique Properties of 80Less™

## Full Sugar Reduction Solution



Products using 80Less™ use five times less sugar to achieve the same level of sweetness



### Unique ingredients that give 80Less™ its advantages over other sugar substitutes

- Sugar stevia (3D\* balanced)
- Sugar sucralose (3D\* balanced)
- Allulose (not labelled as a sugar in the US)
- Tagatose
- Arabinose
- Sugar/ Starch blocker (seaweed)

*\*3D = 3 Dimension means Taste, Sight and Aroma of food*

# Commercial Partnerships

## Global sales set to accelerate



### Costanzo's Bakery

- A leading North American supplier of baked goods to major supermarkets
- Signed 3-year agreement (Nov 2020) to buy minimum ~US\$2m a year of GI Lite™
- GI Lite™ white breads to be sold at supermarket chains like Piggly Wiggly, Wegmans, Tops, etc



### Kawan Food

- Listed on the Malaysia Stock Exchange
- Using GI Lite™ to make healthier Asian flatbreads (chappati & roti canai)
- Developing low-GI tortillas with Holista



### Rex Industry

- Signed five-year deal to purchase 80Less™ in 2020
- 80Less™ to be used in ~8 sugar-free beverages for Singapore and Malaysia markets

# Infection Control Solutions

Continued growth post COVID-19



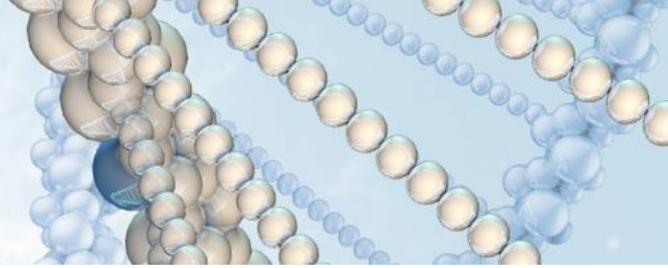
286,640

564,225

1024,256

# NatShield™ and PathAway®

All-natural, gentle, effective and long lasting



NatShield™ uses PathAway® as the active ingredient

PathAway® is a plant-based, alcohol-free and non-toxic

Independently tested to kill 99.9% of SARS-CoV-2 within two minutes

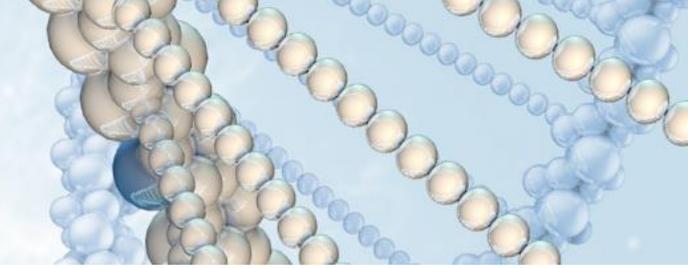
Also effective against H1N1, Mycobacterium tuberculosis, MRSA, Clostridium difficile, etc.

Gentle on skin and safe for all age groups, including expectant and nursing mothers



# Partnership with GICC

## Pathway to global markets



**Global Infection Control Consultants LLC (GICC)** is a South Carolina US-based company that developed PathAway® and the M3® System

Signed exclusive distribution rights for PathAway® to Asia, Oceania and Europe

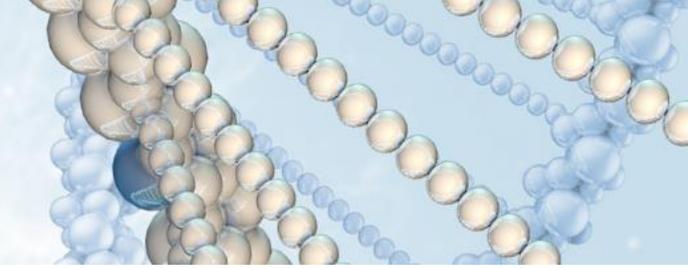
Forming a JV with GICC to manufacture and sell M3® outside of the US

Acquired Protectene® (gentler version of PathAway® for nasal balm) from GICC in 2020



# M3® HVAC System Explained

## Controlling airborne viruses



### M3® can be used in HVAC and fogging systems to disinfect indoor/outdoor areas



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M3® attaches easily to the central air-conditioning system of a building

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M3® dispenses botanical disinfectant (PathAway® or Bioesque\*) into the ventilation system at pre-set intervals

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M3® measures monitors & contains airborne (aerosol) viruses, pathogens and other biological contaminants

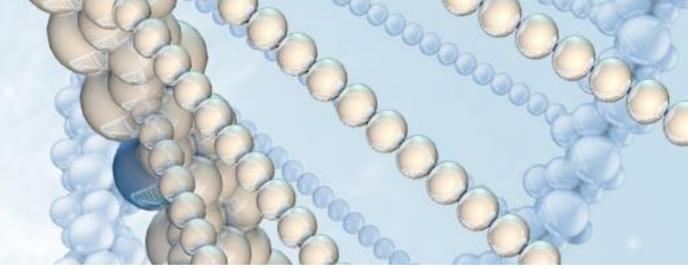
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Cost effectively limits the spread of COVID-19 in hotels, offices, factories and other high density built-up environments

*\*Bioesque is a "List N" certified disinfectant supplied by Laboratoire M2. PathAway® is currently undergoing List N certification and Holista/GICC will stop using Bioesque once PathAway® is on the US EPA's List N.*

# Nasal Balm Development

Protecting the nose - the weakest link to viruses



The nose is the most common entry point for viruses and bacteria (including the COVID-19 virus) to get into our cells



- Patented balm that protects the nose for up to 12 hours
- Made from all-natural ingredients
- Balm is odorless and colorless
- Non-irritant and no known side-effects
- Formulation stable at wide range of temperatures and under sunlight
- Expected to launch in Q3 2021 pending final testing and approvals

# US Sales Rebounding Strongly

## iGalen restructure and relaunch

iGalen is Holista's global distribution partner

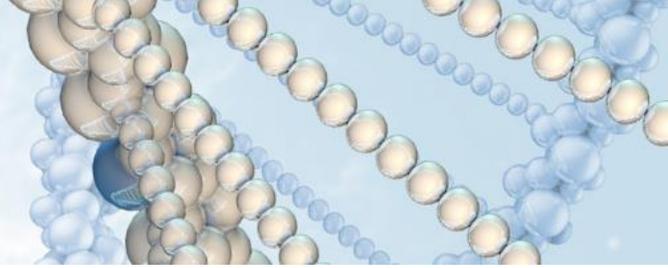
### iGalen Month-to-Month Sales (US\$)



- iGalen relaunched in August 2020
- Strong sales recovery with good margin driven by creative marketing and use of key influencers (e.g. former world boxing champions)
- Holista's products appeared on popular Podcasts in the US including "Live with Les Brown"
- Monthly sales growth of 45% CAGR
- >US\$500k (~A\$655k) total revenue from iGalen alone in just seven months

# Solid Platform for Growth

Stronger sales expected in 2021



2021

FY2020 sales totalling **\$665k** consisting of NatShield™ hand sanitisers sold in North America and Asia

Introduction of new Protectene™ nasal balm product

Launch into government/enterprise market with M3® solution outside of North America

Continuing strong growth momentum for North America via iGalen



# Dietary Supplements

Strong Cash Generator

# Market Leader

## Healthy market dynamics



PRISTIN  
**RM1,000,000**  
PURITY ASSURANCE



One of the largest supplements supplier in Malaysia with market leading brands



Business generates ~70% of group revenue (FY20: \$5.2m)



Best selling and market leading products include LACTO-5® and Pristin®



Launching pro immunity products including precursor and chewable gummies for children this year

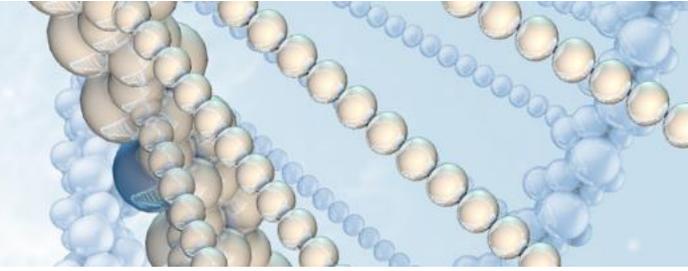


Global market growing at 8.6% CAGR\* from 2021-2028

\* Source: <https://www.grandviewresearch.com/industry-analysis/dietary-supplements-market>

# Improving Outlook

Solid base to fund growth in other divisions



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COVID-19 enhancing online sales

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Demand rebounding since start of 2021 (Q1 2021 growth ~30%)

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Improved sales expected as pandemic eases

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“Cash cow” division for the group

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Consumers' continued focus on health & wellbeing post COVID are positive trends

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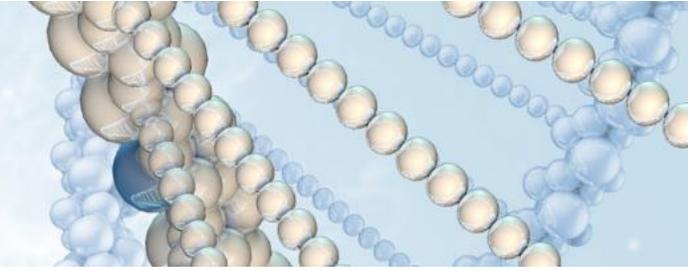
A close-up photograph of a female scientist in a laboratory. She is wearing a white lab coat, a white surgical mask, and clear safety goggles. She is holding a test tube with a white gloved hand, looking intently at it. In the background, a microscope is visible on a lab bench, and the overall scene is brightly lit with a soft, clinical atmosphere.

# Ovine (Sheep) Collagen

Unlocking value in the business for shareholders

# Unique Collagen Offering

Why Holista's product is highly prized globally



- Australia is certified disease free by the US Department of Agriculture (USDA)
- Disease free status is very important in medical grade collagen
- The Company extracts collagen from sheepskins via patented technology
- Production has recommenced post COVID-19
- New interest in China due to changes in Chinese regulatory environment in banning unsafe synthetic substances for use in cosmetic application.
- Total production capacity at WA plant is to expand to 48 tonnes/year

# Unlocking Value

## Options under review



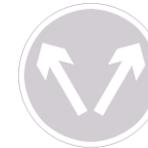
### Sustain

Continue to produce and market unique collagen offering to the world



### Upgrade

Produce medical-grade collagen (**market price ~A\$540k per kg vs. cosmetic grade at ~A\$75 per kg**) to capitalise on large new markets



### Licence

Develop food grade collagen and licence out production to leading industry players

Undertaking strategic review of the business to unlock value for shareholders

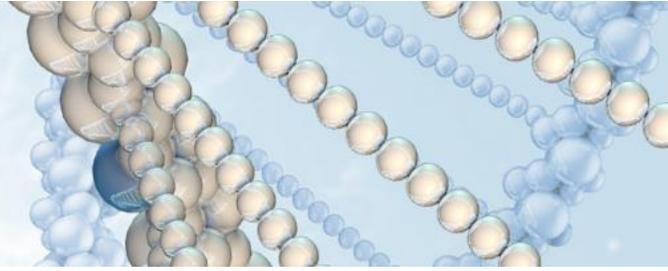
The background of the slide is a faded, light blue image. On the left side, there is a close-up of a compass rose with a needle pointing towards the upper right. The compass face has degree markings and labels for cardinal and ordinal directions: NW, NE, and E. On the right side, there is a map of North America, showing the outlines of the continents and some geographical features. The overall aesthetic is clean and professional, with a focus on navigation and direction.

# Outlook

Roadmap to growth

# Milestones

## The next 12-months



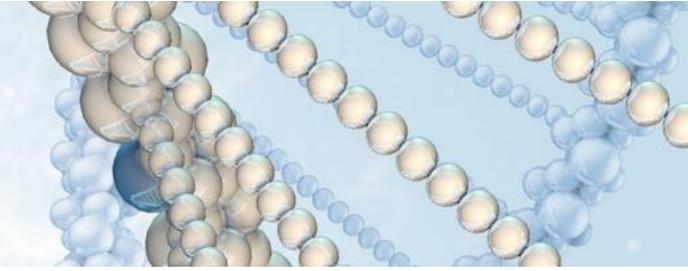
**Q2  
FY21**

**Q3  
FY21**

**Q4  
FY21**

# Building Future Value

Next-generation of innovative products



## Water Soluble Technology

- Vitamin D
- Water Soluble Turmeric and Cinnamon

## Nano Collagen

## Food Grade Collagen

## NatShield™ cannister sanitiser delivery

## Test-kits and mobile APPs (for track and trace)

# The path forward

## An improved FY21 outlook

- ✓ Trading conditions in start of FY21 showing marked improvement over FY20
- ✓ Global trends supportive of further growth over medium- to longer-term
- ✓ Profit margins expected to improve on FY20 due to cost optimisation
- ✓ Significant one-off impact in FY20 (e.g. provisioning) not expected to be repeated
- ✓ Strong growth momentum in Healthy Food Ingredients and Infection Control Solutions to continue
- ✓ Sufficiently funded to execute on current growth plans

GROWING

### Healthy Food

- US sales growing via Costanzo's
- Orders from Rex and Kawan to accelerate post COVID

### Infection Control

- Sales of sanitisers expected to continue to grow
- Additional growth opportunities from new products (M3, Nasal Balm)

SUSTAINING

### Dietary Supplements

- Expected recovery from COVID impact
- Additional growth from launch of new product
- Will remain significant cash generator

### Ovine Collagen

- Improved results in FY21 expected
- New opportunities to be finalised in 2021
- Reviewing strategic market and product options to unlock value for shareholders

# Board of Directors & Advisors

## Expertise to lead the group forward



**Daniel O'Connor**  
Non-Exec Chairman

Over three decades in the commercialisation of intellectual property and has worked with R&D teams across Asia, North America, and Australia. He is the Consultant Principal of the on-line coaching and mentoring group Incubate IP and is a member of the UN Task Force on Innovation and Competitiveness.



**Rajen Manicka**  
MD & CEO

Dr Rajen spent nine years working for Big Pharma including Roche and CIBA Pharmaceuticals in various capacities including product and marketing manager. He is a prominent figure in the Malaysian biotech industry and is a member of the Malaysian Ministry of Health Standing Committee for Traditional Medicine.



**Chan Heng Fai**  
Non-Executive Director

Restructured over 35 companies in the past 40 years. In 1987, he acquired American Pacific Bank, a full-service commercial bank, out of bankruptcy. He recapitalized and grew the bank's operations. Under his guidance, it became a NASDAQ high asset quality bank before it was merged into Riverview Bancorp Inc.



**Blair Michelson**  
Non-Executive Director

Over 30 years experience as a consultant in the areas of risk, compliance, governance and asset management across a several industries in Australia and overseas. He is currently the Director/Proprietor of two boutique consultancies, and has previously consulted to Government, Not-For-Profit and public clients.



**Arthur Martin**  
Advisor

Founder and President of GICC. Dr Martin invented PathAway® and has conducted over 4,000 assessments for chem biological, bacterial and viral contamination. He pioneered the concept of "Prophylactic Air Management for Pathogen Control" and has an extensive list of publications and peer reviewed awards.



**Roscoe Moore**  
Advisor

Dr Moore served as Assistant US Surgeon General, Rear Admiral of U.S. Public Health Service, Chief Epidemiologist with the Center for Device and Radiological Health at the U.S. FDA and Senior Epidemiologist within the National Institute for Occupational Safety and Health, Center for Disease Control (CDC).

To join our mailing list please email:  
[update@holistaco.com](mailto:update@holistaco.com)

# Thank You

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