



eve

INVESTOR ROADSHOW

APRIL 2021

Company Mission



NATURAL & HIGH QUALITY INNOVATION

Our mission is to create high quality, innovative, natural and sustainable health and wellness products that help the wellbeing of consumers and in turn help our people, shareholders and community prosper.

Company Mission

OUR CORE VALUES

What guides us

These are our ingrained principles that help guide our actions, decisions and serve as our cultural cornerstones.

Innovation

Embrace unique and creative solutions to continuously improve our business



Integrity

Be transparent and committed to doing what is best for our consumers, customers and stakeholders



Quality

Strive to produce excellence in all we do



Accountability

Take ownership to care for the people we serve and the future of our environment

Company Highlights

EVE is an Australian vertically integrated health and wellness company supplying Australian natural products to a growing international market.



Control of supply and manufacture of products, and capacity to respond to demand increases



Distribution base expanding internationally via online and national distribution channels in each region



Current product range selling well with new additions to the range imminent



Strong emphasis on marketing to increase brand awareness (\$1.77 Mil FY22)



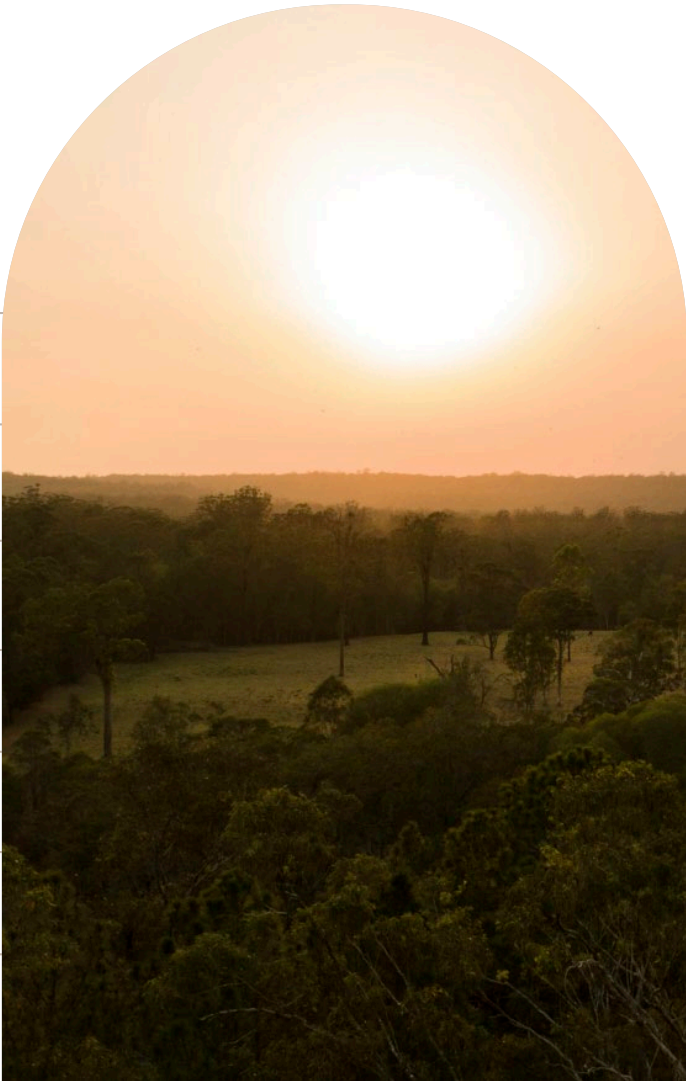
Product development team focussed on product innovation and development of IP



Good product margins being achieved across all products in the range and value add through innovation



Well funded to undertake strategic growth plans



Company Strategy

Our Vision

To be a global and leading vertically integrated producer of high quality, innovative and sustainable health and wellness products that celebrate the natural goodness of Australian botanicals.



Raw material production & procurement

Freehold and leased landholdings
4,000 acres of organic tea tree land

Product development

In-house and third party
consultants

Product manufacture

Alstonville facility and
third party manufacturing

Marketing & distribution

Online channels
National distribution

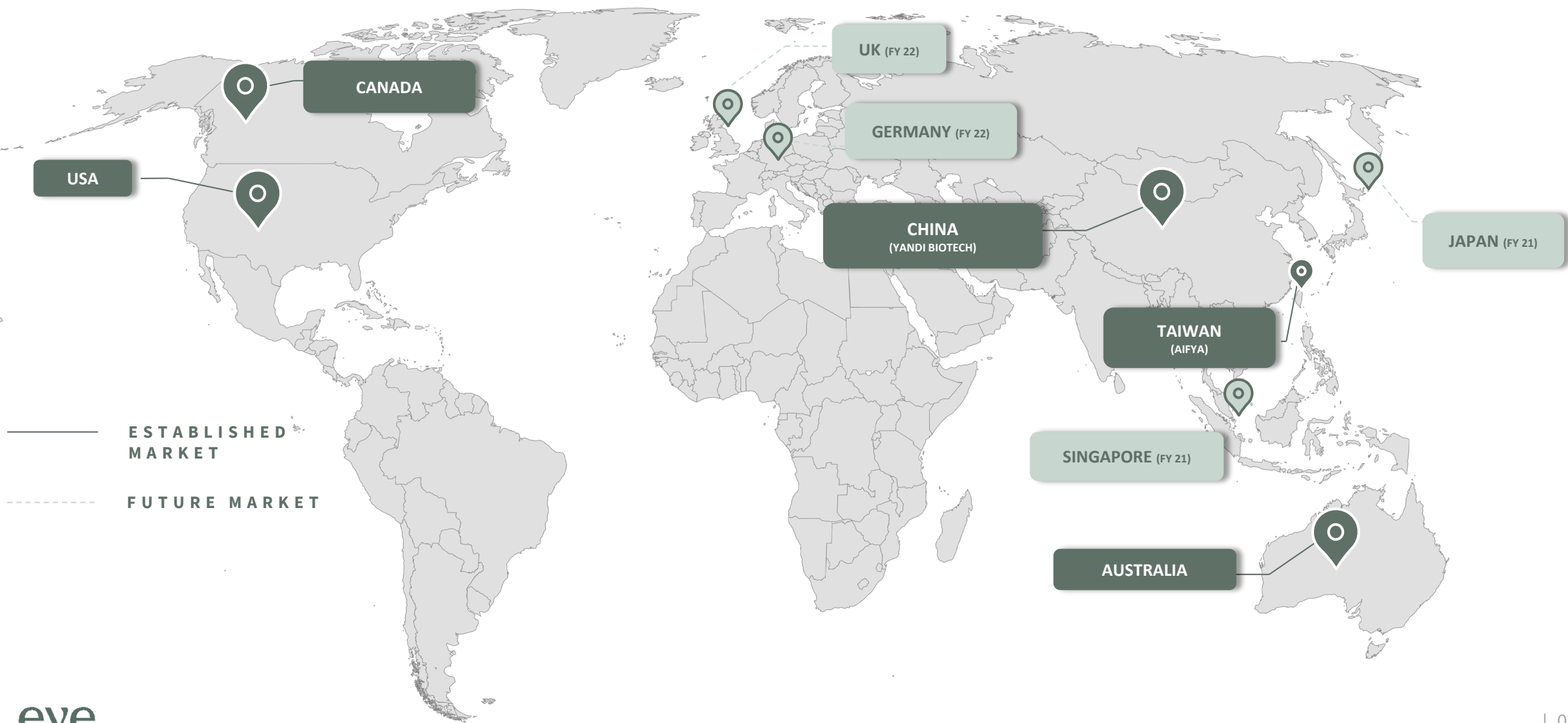
EVE's vertically integrated model provides the ability to respond quickly to changes in demand.

A man in a dark sweater and light-colored pants is walking through a flooded forest. The water is calm, reflecting the tall, dark trees and the man himself. The scene is dimly lit, with sunlight filtering through the canopy, creating a moody atmosphere. The text 'Distribution & Sales' is overlaid on the left side of the image.

Distribution & Sales

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Key Markets



Distribution Model

ONLINE DISTRIBUTION MODEL FOR NEW MARKETS

- One of the world's largest online retailers is Amazon.com. The platform forms a key part of Meluka Australia's online distribution model and acts as a gateway to enter our branded products into new markets (excluding China/Taiwan).
- By leveraging our top US reviews and rankings in new Amazon marketplaces, we are able to rapidly establish the validity of our products.
- We identify key market drivers through advertising and media campaigns to target marketing spend on the best performing audiences.
- By establishing credibility and a sales record on one of the biggest global online platforms, the opportunities to secure in-store brick and mortar distribution are greater.



Current Distribution

EXPANSION PLANS					
	CHINA	TAIWAN	USA	AUSTRALIA	CANADA
DISTRIBUTOR	Yandi Biotech	AIFYA International Group	Naturally Australian Products (Nap), Inc. (49% Eve Owned) - Bulk Oil Sales, Branded Meluka Australia Products Whole Foods Market	The Fair Traders Distribution (NSW) National Distributor (To Be Determined)	Amazon
CHANNEL	Direct Sales (1 Million+ Members) Online Platform Health Store Network	Direct Sales E-commerce Website	E-commerce Website www.melukaaustralia.com Amazon www.amazon.com Faire Marketplace www.faire.com	E-commerce Website www.melukaaustralia.com.au Amazon www.amazon.com.au	Amazon www.amazon.com
CURRENT PRODUCT / RANGE	Raw Honey Raw Honey Infused With Tea Tree Tea Tree Essential Oil	Raw Honey Raw Honey Infused With Tea Tree	Honey Range Bio-fermented Probiotic Concentrate Range	Honey Range Bio-fermented Probiotic Concentrate Range Tea Tree Essential Oil	Honey Range
CY 2021 POTENTIAL EXPANSION	Bio-fermented Probiotic Concentrate Range Extended Honey Range Essential Oil Range	Tea Tree Essential Oil Bio-fermented Probiotic Concentrate Range	Extended Honey Range Extended Bio-fermented Probiotic Concentrate Range Essential Oil Range	Extended Honey Range Extended Bio-fermented Probiotic Concentrate Range	Extended Honey Range Essential Oil Range

Emerging Distribution

EXPANSION PLANS				
	JAPAN	SINGAPORE	UK	GERMANY
CHANNEL	Amazon Distributor (To Be Determined)	Amazon	Amazon Distributor (To Be Determined)	Amazon Distributor (To Be Determined)
* INITIAL PRODUCT/ RANGE	Honey Range Bio-fermented Probiotic Concentrate	Honey Range Bio-fermented Probiotic Concentrate	Honey Range Bio-fermented Probiotic Concentrate	Honey Range Bio-fermented Probiotic Concentrate
ROLL OUT DATE	Q 4 2021 FY	Q 4 2021 FY	Q 1 2022 FY	Q 1 2022 FY

*Full range of Meluka Australia branded products to be introduced to channel



Product Portfolio

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Product Portfolio

Meluka Australia

Driven by a spirit of innovation to create retail products that help consumers stay healthy and rejuvenate their wellbeing.



RAW HONEY RANGE

Meluka Australia premium certified organic raw honey products that are traceable and sustainable.



ESSENTIAL OILS

Meluka Australia premium Tea Tree Essential Oil. Additional essential oils are due to be added to the range.



RAW HONEY PROBIOTIC CONCENTRATE RANGE

Meluka Australia premium bio-fermented liquid concentrate with a focus on immunity and gut health.

Future Product Releases

FORECASTED NEW PRODUCT RELEASES OVER THE NEXT 18 MONTHS

FY 22
Q1

**BOTANICAL RANGE
WITH RAW HONEY &
PROBIOTIC CONCENTRATE**

A unique range of natural botanical superfood infusions

DIFFUSER RANGE

Luxurious ultrasonic diffusers to complement Essential Oils

ESSENTIAL OIL BLENDS

Q2

**ARTISANAL GOURMET
RAW HONEY**

Luxurious, gourmet raw honey infusion

Q3

COLLAGEN PROBIOTIC CONCENTRATE

Utilising the benefits of marine based collagen for gut health

Q4

**ARTISANAL PREMIUM
RAW HONEY**

Luxurious, premium raw honey infusion

FY 23
Q1

ESSENTIAL OIL RANGE

Expansion of Australian native essential oils



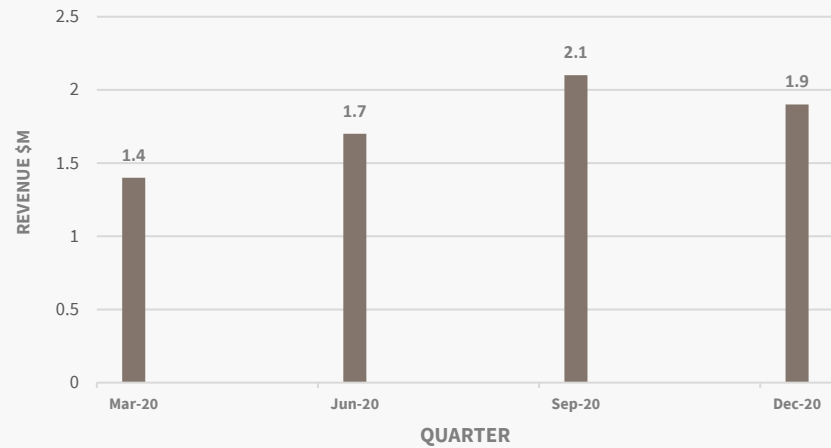
Corporate Update

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Corporate Performance

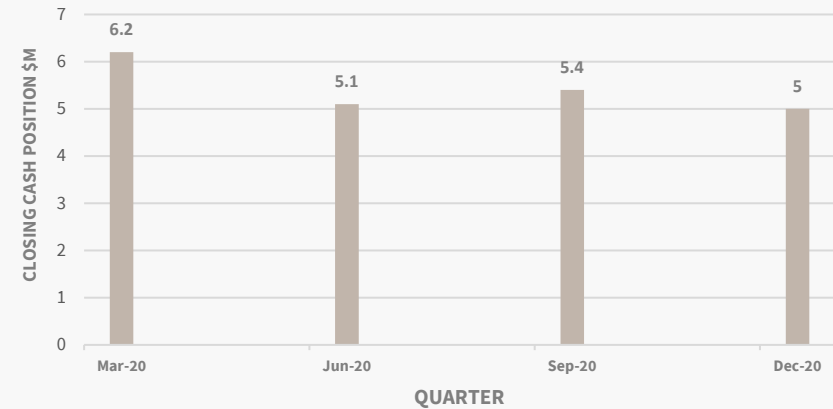
EVE Group Calendar year 2020

GROUP REVENUE



- Revenue for December quarter reduced due to harvest completion and delays in China orders.
- Future revenue growth to come from expansion in US and China, plus the addition of new regions.

CASH POSITION



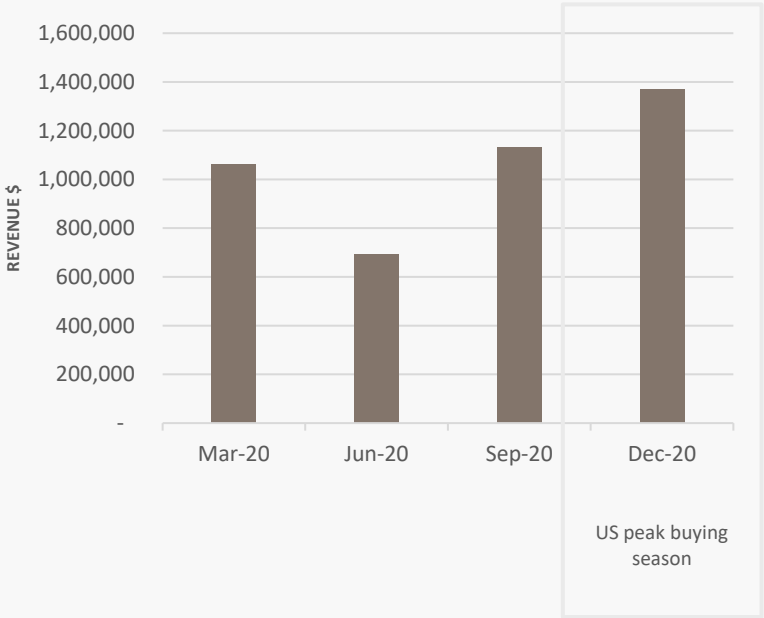
- Decreasing cash burn as revenue increases.
- Sufficient cash to meet all forecast working capital requirements.
- Focus on achieving near term positive cashflow.

Sales Analysis

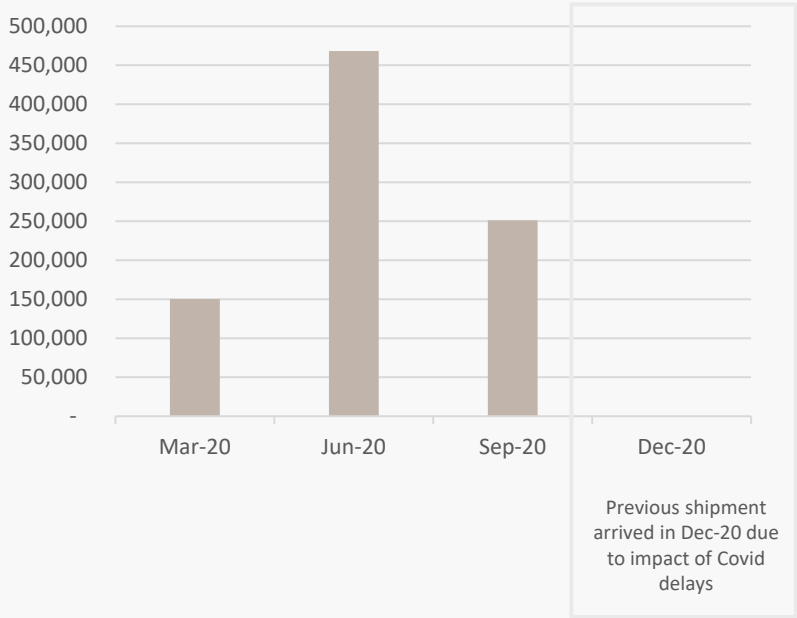
Sales by region

Calendar year 2020

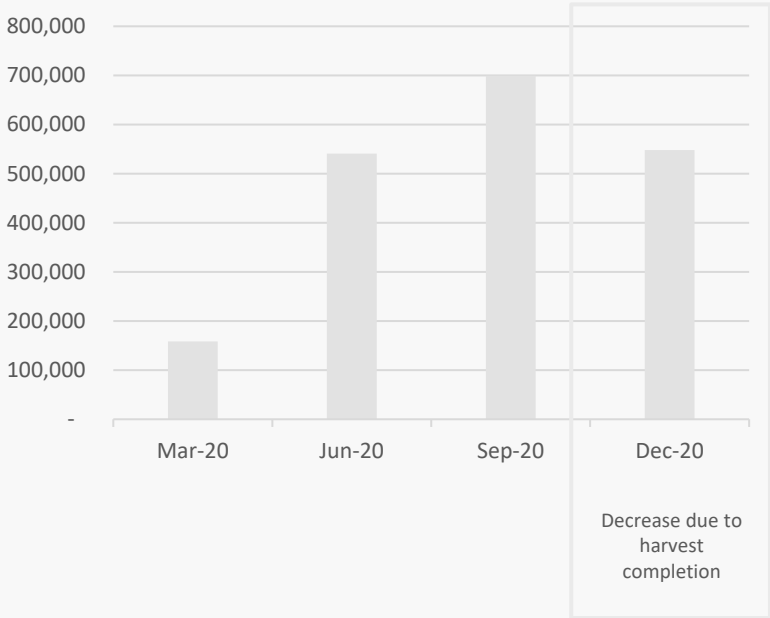
NORTH AMERICA



CHINA / TAIWAN



AUSTRALIA

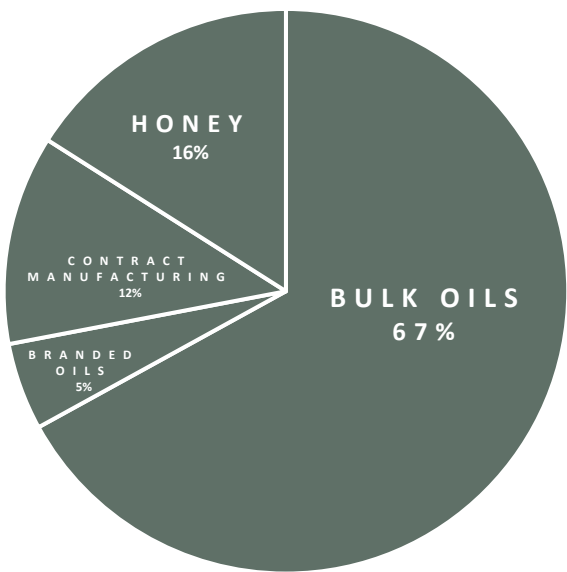


Sales Composition

Sales by category

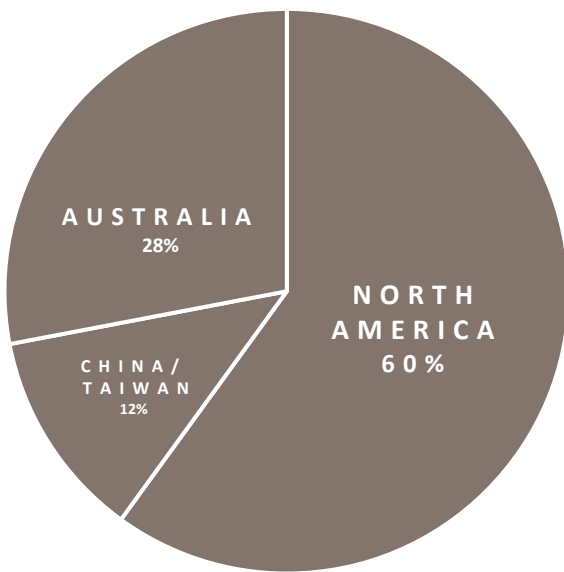
Calendar year 2020

SALES BY CATEGORY



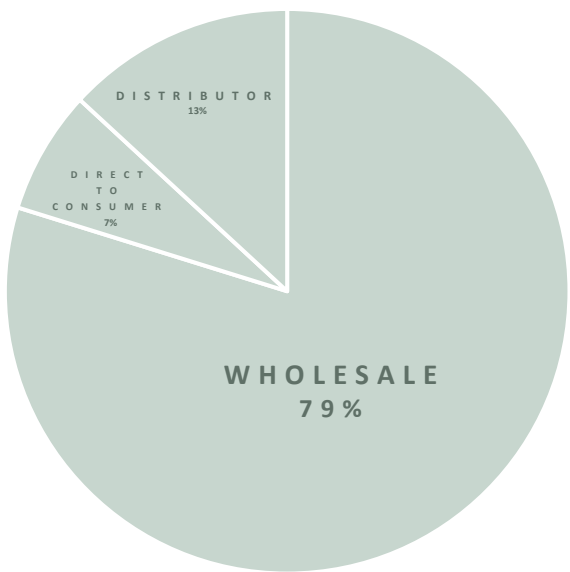
- Honey sales percentage to increase.
- Branded oils percentage to increase.

SALES BY REGION



- China percentage to increase significantly.
- Canada & Europe to feature.

SALES BY CHANNEL



- Distribution percentage to increase due to China and Whole Foods ramp up.
- Direct to consumer to increase due to Amazon expansion into new regions.

Corporate Overview

Capital Structure

April 2021

CAPITAL STRUCTURE

ORDINARY SHARES	3,843,141,890
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OPTIONS / RIGHTS	151,866,665
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MARKET CAP	AUD \$23M
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EV	AUD \$19.4M
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KEY SHAREHOLDERS

EVERHONEY	17%
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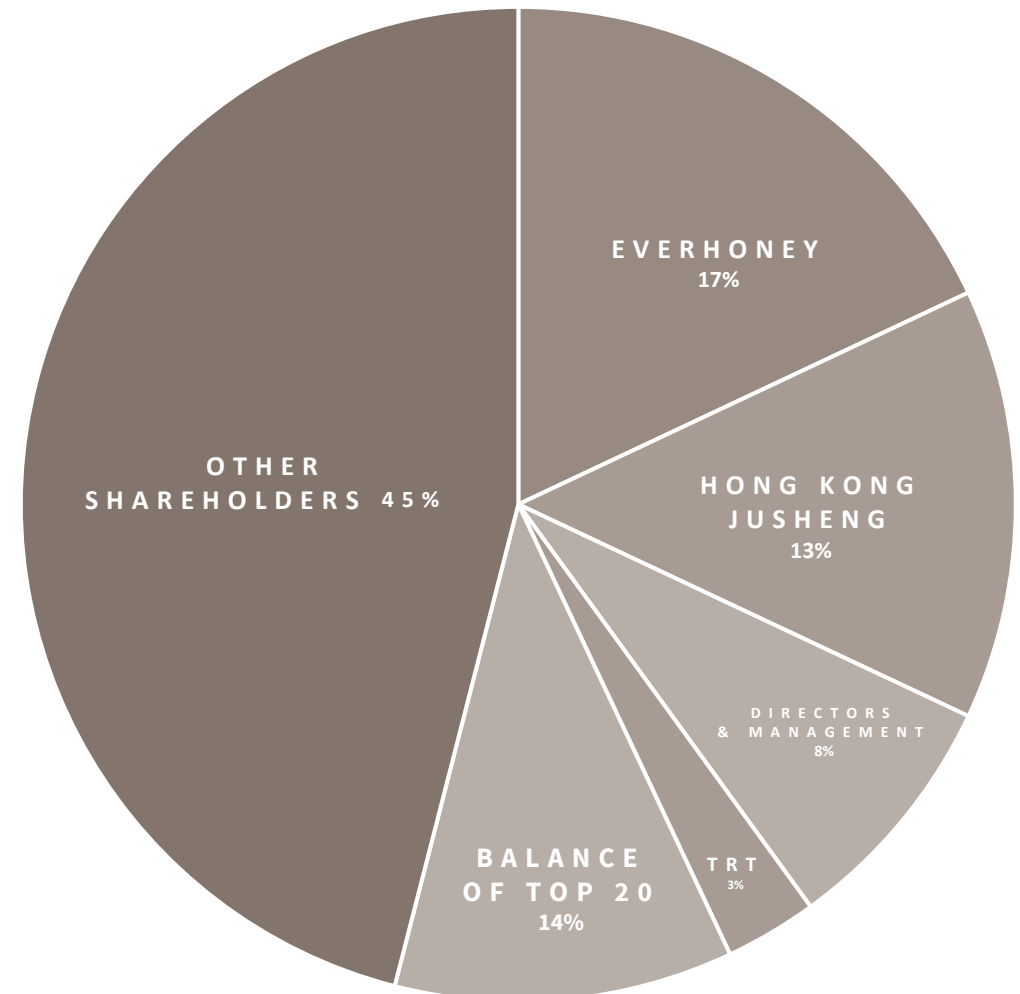
HONG KONG JUSHENG	13%
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DIRECTORS & MANAGEMENT	8%
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TRT	3%
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BALANCE OF TOP 20	14%
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OTHER SHAREHOLDERS	45%
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Exciting Outlook



Commencement of Whole Foods distribution in Northern California



Expanding into new regions – UK, Germany, Japan and Singapore



New product launches – additions to current ranges



Focus on product development and IP creation



A growing awareness and demand for natural products to aid building immunity and general health and wellness



EVE is well positioned for this increasing demand



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Authorised for release

This announcement was authorised for release by Bill Fry, Managing Director.



Thank you

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