



# Company Presentation

NOVEMBER 2021

eve  
HEALTH GROUP

INSPIRED *by* NATURE,  
PASSION *for* WELLNESS.

# Company Mission

## OUR CORE VALUES

### What guides us

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

#### Innovation

Embrace unique and creative solutions to continuously improve our business



#### Integrity

Be transparent and committed to doing what's 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 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 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  
plantation



### Product development

In-house and third party  
consultants



### Product manufacture

Alstonville facility and  
third party manufacturing



### Marketing & distribution

Online channels  
National distribution

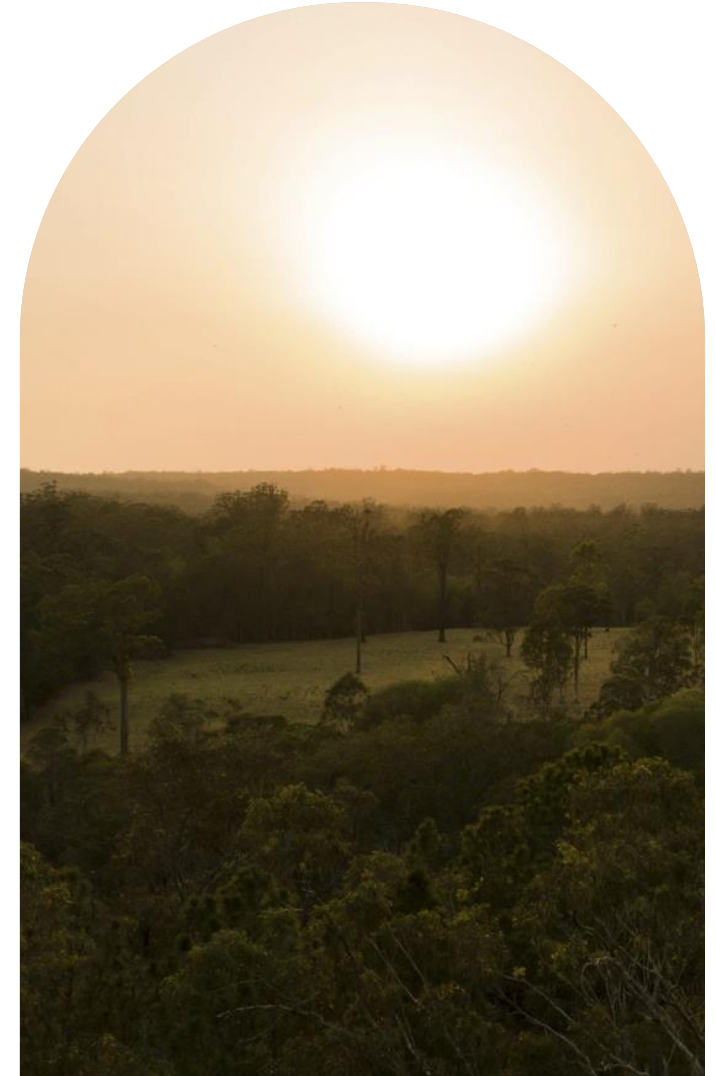
EVE's vertically integrated model provides the ability to respond quickly to changes in demand.



# Company Highlights

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

-  Vertically integrated business model (Control of supply & manufacture). Capacity to respond to demand increases.
-  Distribution base expanding internationally- Japan, North America and China.
-  Collaboration with Probiotics Australia to expand probiotics range.
-  Strong emphasis on marketing to increase brand awareness and product.
-  Product development team focused on product innovation and development of IP.
-  Continued sales growth in all regions.
-  Industry awards- New Product of the Year award: Meluka Australia Apple Cider Vinegar infused Raw Honey  
Exporter of the Year Finalist: NSW Premier Awards & Australian Organic Industry Awards





# Product Portfolio



# Product portfolio

## MELUKA AUSTRALIA

Driven by a spirit of innovation to create retail products that help consumers stay healthy & rejuvenate their well-being.

FY 19/20



FY 20/21



FY 21/22



## Product Launches

# Product portfolio



## RAW HONEY RANGE

Meluka Australia premium certified organic raw honeys that are traceable and sustainable & gourmet raw honey for enjoyable everyday wellness.



## ESSENTIAL OILS

Meluka Australia premium tea tree essential oil and essential oil blends.



## RAW HONEY PROBIOTIC CONCENTRATE RANGE

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



# Expansion of probiotic business

## KEY RATIONALE

- Strong demand for existing product range.
- Good consumer validation of health benefits.
- High customer return rates.
- Lower cost per customer acquisition rate.
- Higher margin and overall return on investment.



# Probiotics Innovation

Partnering with Australia's **first and only cGMP and TGA certified facility** for probiotic API manufacturing, **Probiotics Australia** to develop an exclusive probiotic strain derived from Meluka Australia's beehives.

## KEY THERAPEUTIC BENEFITS OF STRAIN

Maintain & support

- ✓ General health and wellbeing
- ✓ Overall health of gastrointestinal & immune system
- ✓ Beneficial intestinal flora
- ✓ Gastrointestinal mucosal membrane health
- ✓ Healthy gastrointestinal immune function

UNIQUE PROBIOTIC STRAIN WITH



**Meluka Lactobacillus  
Rhamnosus MAP-01™**

**AT THE HEART OF OUR INNOVATION.**

**PRODUCTS THAT ARE PROPRIETARY  
TO MELUKA AUSTRALIA.**

# Probiotics- Consumer Insights

THE GLOBAL CONSUMER & DIGESTIVE HEALTH

## BELIEF



72%

Global consumers who identified a link exists between good digestive health and **good overall health**

68%

Global consumers who identified a link exists between good digestive health and **good immune health**

40%

Global consumers who acknowledge link between good digestive health and **good sleep patterns.**

## MOTIVATION



66%

Global consumers who said they are interested in products to help digestive health, **EVEN IF** they are **not suffering** from specific problems.

57%

Global consumers who **plan to improve** their digestive health over the next year.

## ACTION



43%

Global consumers who **changed their diets** to improve their digestive health

Research Date from "Understanding Digestive Health in 2021" conducted in 2018- 2020 by FMCG Gurus

## CONSUMER CONCERNS



45%



Gas

46%



Constipation

46%



Bloating

Top 3 common specific digestive health problems experienced by consumers, with **nearly half** of all consumers saying they suffer from these concerns.



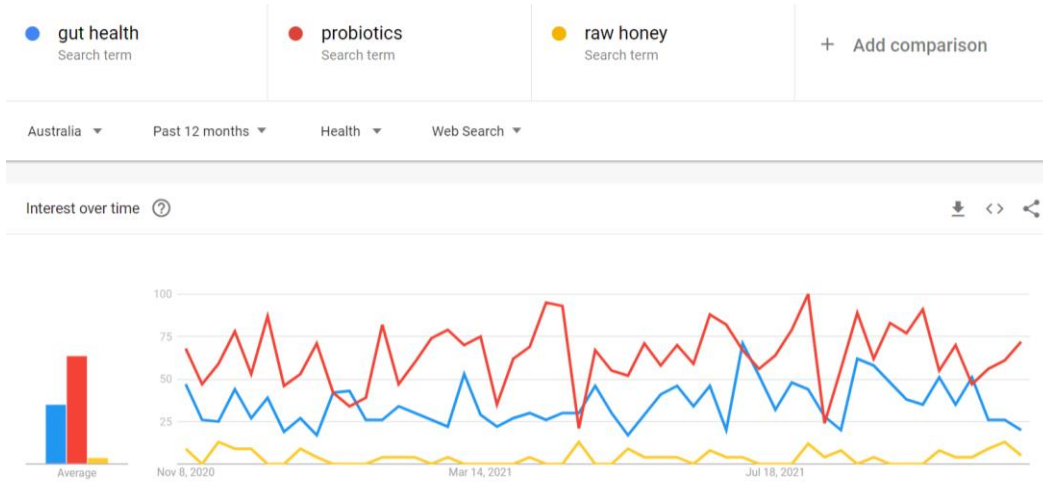
# Probiotics- Consumer Insights

CONSUMER DEMAND & RETURN



## CONSUMER SEARCH & SPEND

Health consumers **seek out probiotic solutions** and **spend more per annum** vs raw honey.



Data source: Google AU Trends, Past 12 Months

HONEY- LOYAL CUSTOMER

1 JAR /  
2 MONTHS

Annual spend  
\$150

PROBIOTICS- LOYAL CUSTOMER

1 BOTTLE /  
1 MONTH

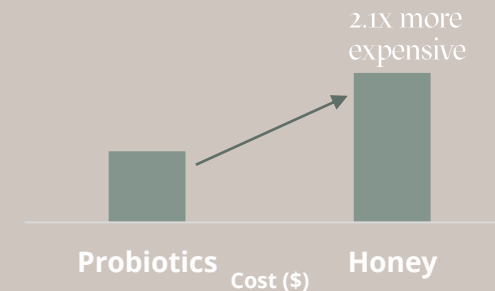
Annual spend  
\$420

Based on Meluka Australia's Australian shopper database insights.

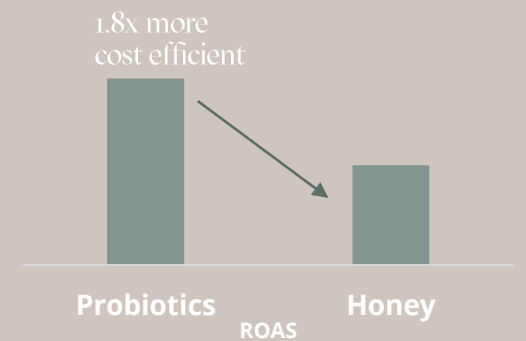


## CONSUMER ACQUISITION & RETURN ON SPEND

\$ Cost Per Customer Acquisition by Target Audience



Return on Ad Spend (ROAS/ ROI) by Target Audience



Data source: Jan-Oct 2021 media spend on Meluka Australia.

# Product Range Positioning



**TARGET AUDIENCE:** ADULTS AGED 30 - 69  
**CONSUMER SEGMENT:** MILD SUFFERER

## PROBIOTIC DRINKS

### CATEGORY: DRINKS

**RANGE USP**

**PORTFOLIO STRATEGY**

**CONSUMER BENEFIT**

### Meluka Pro-Culture Honey Blend®

No Added Preservatives or Colours,  
6 Billion CFUs each serve, 6 Probiotic Strains, natural benefits  
of raw honey



**ENTRY LEVEL**

**For improved digestive gut health**

### Meluka Pro-Culture Honey Blend® + Fortification

No Added Preservatives or Colours,  
6 Billion CFUs each serve, 6 Probiotic Strains, natural benefits  
of raw honey



**MID TIER**

**For improved digestive gut health + Functional**

### NEW Meluka Probiotic Immunity+™ + Meluka Pro-Culture Honey Blend®

No Added Preservatives or Colours,  
10 Billion CFUs each serve, 7 Probiotic Strains,  
natural benefits of raw honey



**RAW HONEY PROBIOTIC  
CONCENTRATE DRINK**

**PREMIUM**

**PRE + PRO+ POSTBIOTICS: Triple Immunity +**

## ON THE GO

### CATEGORY: DRINKS

**RANGE USP**

**PORTFOLIO STRATEGY**

**CONSUMER BENEFIT**

### NEW Meluka Probiotic Immunity+™

No Artificial Flavours, Colours or Preservatives  
1 Billion CFUs each serve, 1 Probiotic Strain, prebiotic benefits  
of raw honey



**ENTRY LEVEL**

**Pre, Pro & Postbiotics for gut health support**

### CATEGORY: SNACKS

### NEW Meluka Probiotic Immunity+™

No Artificial Flavours, Colours or Preservatives  
1 Billion CFUs each serve, 2 Probiotic Strains,  
prebiotic benefits of raw honey

**JELLY**

**MID TIER**

**Pre, Pro & Postbiotics for gut health  
support**

### NEW Meluka Probiotic Immunity+™ + Meluka Pro-Culture Honey Blend®

No Added Preservatives or Colours,  
10 Billion CFUs each serve, 7 Probiotic Strains,  
natural benefits of raw honey

**GUMMIES**

**PREMIUM**

**Postbiotics for gut health support**

# Product Range Positioning

**TARGET AUDIENCE:** ADULTS AGED 30 - 69  
**CONSUMER SEGMENT:** ADVANCED SUFFERER



## CATEGORY: SUPPLEMENTS

**RANGE USP**

**Meluka Pro-Culture Honey Blend® + Fortification**  
No Added Preservatives or Colours,  
PREBIOTICS, PROBIOTICS & POSTBIOTIC SYSTEM

**Meluka Pro-Culture Honey Blend® + Fortification**  
No Added Preservatives or Colours,  
6 Billion CFUs each serve, 6 Probiotic Strains, natural benefits of raw honey

**SUPPLEMENT  
POWDER SYSTEM**

**SUPPLEMENT  
CAPSULES**

**PORTFOLIO  
STRATEGY**

**PREMIUM**

**PREMIUM**

**CONSUMER BENEFIT**

**For improved digestive gut health  
CLEANSE, SEAL, RESET/ NOURISH**

**For improved digestive gut health, immune & cognitive brain health support  
BEST OF THE BEST**

**TARGET AUDIENCE:** ADULTS AGED 20 - 69  
**CONSUMER SEGMENT:** WELLNESS SEEKER



## CATEGORY: DRINKS

**RANGE USP**

**NEW Meluka Probiotic Immunity+™ + Meluka Pro-Culture Honey Blend®**  
No Added Preservatives or Colours,  
10 Billion CFUs each serve, 7 Probiotic Strains, natural benefits of raw honey + IMMUNITY SUPERFOOD

**Meluka Probiotic Immunity+™  
1 strain**  
PREBIOTICS & POSTBIOTIC SYSTEM

**Meluka Pro-Culture Honey Blend® + 8 strains**  
PREBIOTICS, PROBIOTICS & POSTBIOTIC SYSTEM

**HEALTH SHOTS**

**SERUM  
SHEET MASKS  
SUPPLEMENTS**



**PORTFOLIO  
STRATEGY**

**MID TIER**

**PREMIUM**

**PREMIUM**

**CONSUMER BENEFIT**

**7 Day Booster Gut Shots to reset your gut-  
Destress, Detox, Immunity Boost, Glow**

**Minimalist Skincare-  
Reset for balanced skin, Soothe, Glow, Anti-Aging**

**First Raw Honey Butter with Probiotics  
FAMILY HOUSEHOLD ITEM**

## CATEGORY: SKINCARE

## CATEGORY: SPREADS



# NPD Timeline

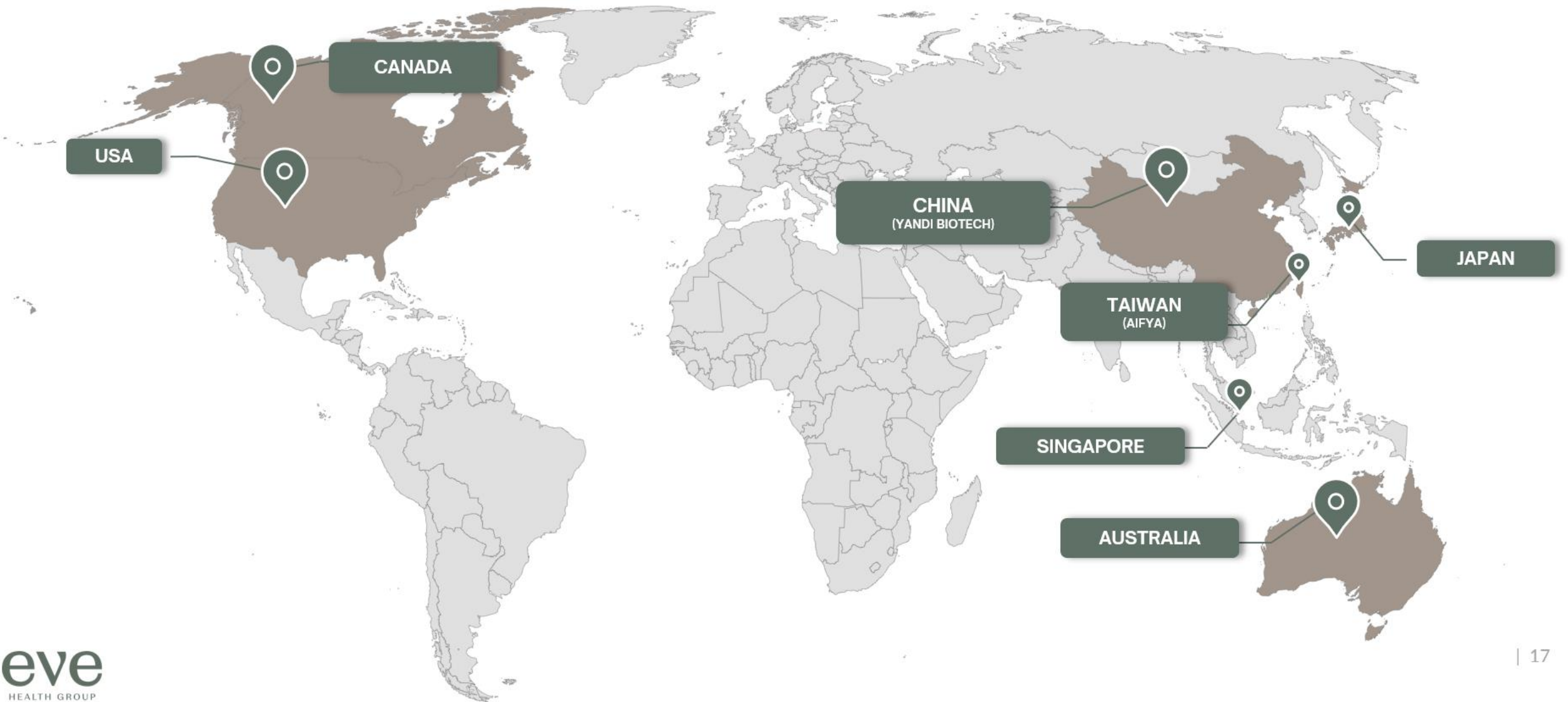
F Y 2 1 / 2 2

	J U L	A U G	S E P	O C T	N O V	D E C	J A N - J U N
CATEGORY: HONEY			Botanical Collection Raw Honey		Luxe- Organic Cacao infused Raw Honey		<ul style="list-style-type: none"> <li>• Vegan Honey</li> <li>• Probiotic Honey Butter</li> <li>• Organic Ginger infused Raw Honey</li> </ul>
CATEGORY: PROBIOTICS	Raw Honey Probiotic Concentrate- Tea Tree Flavour			Raw Honey Probiotic Concentrate- Australian Botanical Flavours			<ul style="list-style-type: none"> <li>• Raw Honey Probiotic Concentrate with Collagen</li> <li>• NEW 3 in 1 Raw Honey Probiotic Concentrate</li> <li>• Ready to Drink Cold brew Raw Honey Probiotic Teas</li> <li>• New 3 in 1 Gut System (Cleanse, Seal, Nourish)                             <ul style="list-style-type: none"> <li>• Gut Shots (TGA)</li> </ul> </li> <li>• Snacking- Functional Jelly</li> </ul>
CATEGORY: ESSENTIAL OILS	Australian Native Botanical Essential Oils & Diffuser						<ul style="list-style-type: none"> <li>• Probiotic Skin Spray</li> <li>• Travel Spray</li> </ul>

A man in a dark long-sleeved shirt and jeans is walking through a swampy forest. The ground is covered in water, which reflects the tall, thin trees and the sky. The scene is dimly lit, with sunlight filtering through the trees, creating a moody atmosphere. The text "Distribution & Sales" is overlaid on the left side of the image in a white serif font.

# Distribution & Sales

# 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

FY2022							
	USA	AUSTRALIA	JAPAN	CANADA	CHINA	TAIWAN	SINGAPORE
DISTRIBUTOR	<p>Naturally Australian Products (Nap), Inc. (49% Eve Owned) - Bulk Oil Sales, Branded Meluka Australia Products</p> <p>Whole Foods Market</p>	<p>The Fair Traders Distribution (NSW)</p> <p>National Distributor (To Be Determined)</p>	<p>Amazon</p> <p>Distributor (To Be Determined)</p>	<p>Amazon</p>	<p>Yandi Biotech</p>	<p>AIFYA International Group</p>	<p>Amazon</p>
CHANNEL	<p>E-commerce Website <a href="http://www.melukaaaustralia.com">www.melukaaaustralia.com</a></p> <p>Amazon <a href="http://www.amazon.com">www.amazon.com</a></p> <p>Faire Marketplace <a href="http://www.faire.com">www.faire.com</a></p> <p>Speciality Foods Association <a href="http://www.specialtyfood.com">www.specialtyfood.com</a></p>	<p>E-commerce Website <a href="http://www.melukaaaustralia.com.au">www.melukaaaustralia.com.au</a></p> <p>Amazon <a href="http://www.amazon.com.au">www.amazon.com.au</a></p>	<p>Amazon <a href="http://www.amazon.com">www.amazon.com</a></p>	<p>Amazon <a href="http://www.amazon.com">www.amazon.com</a></p>	<p>Direct Sales (1 Million+ Members)</p> <p>Online Platform</p> <p>Health Store Network</p>	<p>Direct Sales</p> <p>E-commerce Website</p>	<p>Amazon <a href="http://www.amazon.com">www.amazon.com</a></p>
PRODUCT / RANGE	<p>Organic Honey Range</p> <p>Botanical Honey Range</p> <p>Probiotic Concentrate Range</p> <p>Essential Oils Range</p>	<p>Organic Honey Range</p> <p>Botanical Honey Range</p> <p>Probiotic Concentrate Range</p> <p>Essential Oils Range</p>	<p>Organic Honey Range</p> <p>Botanical Honey Range</p> <p>Probiotic Concentrate Range</p> <p>Essential Oils Range</p>	<p>Organic Honey Range</p> <p>Botanical Honey Range</p> <p>Essential Oils Range</p>	<p>Raw Honey</p> <p>Raw Honey Infused With Tea Tree</p> <p>Tea Tree Essential Oil</p>	<p>Raw Honey</p> <p>Raw Honey Infused With Tea Tree</p>	<p>Organic Honey Range</p> <p>Probiotic Concentrate Range</p>



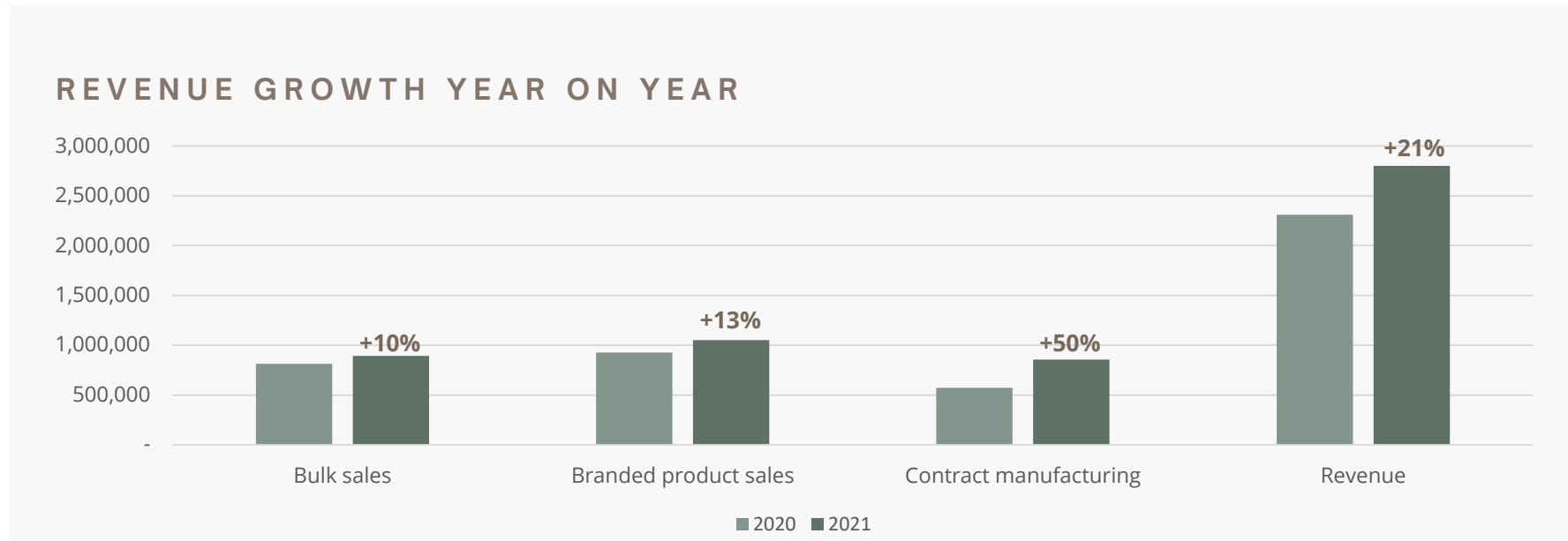


# Corporate Update



# Corporate Performance

## EVE Group FY2021



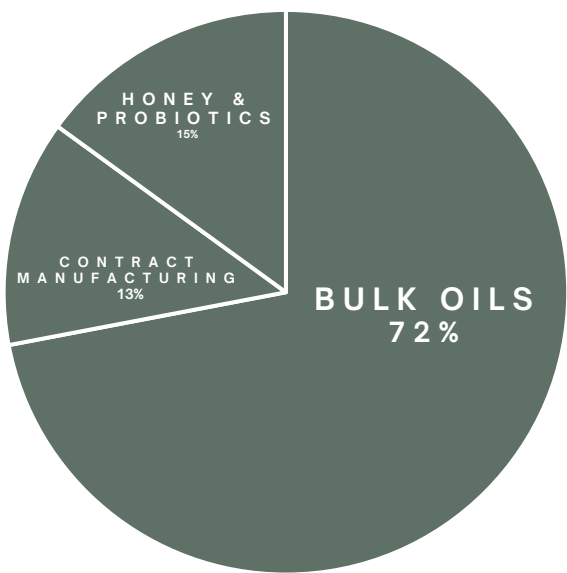
- All areas of business grew in FY2021
- Branded product sales up +200% when China is excluded
- Future revenue growth to come from expansion in North America and Japan plus the growth in probiotics lines



# Sales Composition

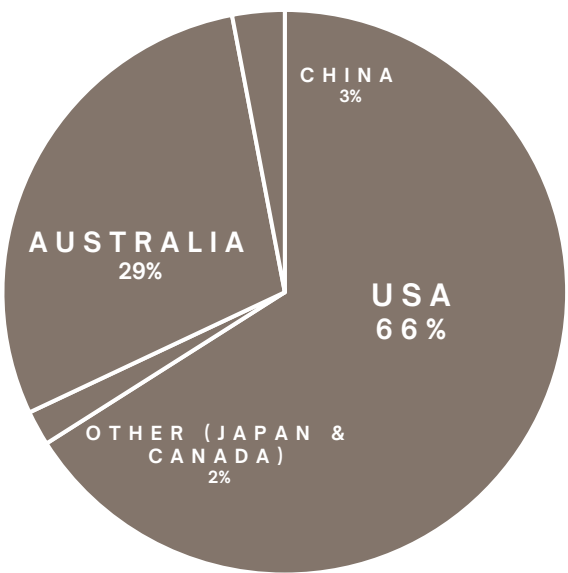
## Sales by category FY2021

SALES BY CATEGORY



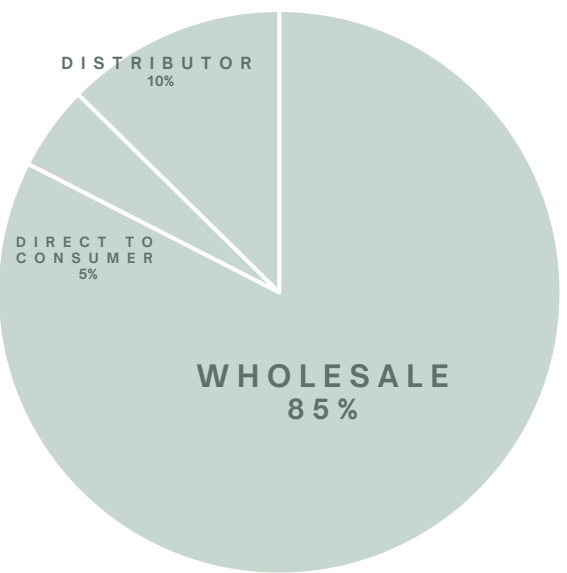
- Honey & probiotics sales percentage to increase.
- Bulk oil percentage to decrease as a percentage of total sales.

SALES BY REGION



- Australia & USA to decrease as a percentage of total sales.
- Japan percentage to increase significantly.
- Canada percentage to increase.

SALES BY CHANNEL



- Distribution percentage to increase due to expansion of distribution network.
- Direct to consumer to increase.
- Wholesale to decrease as a percentage of total sales.

12 MONTH  
FORECAST

# Corporate Overview

## Capital Structure

November 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 \$15M
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EV	AUD \$13.7M
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### KEY SHAREHOLDERS

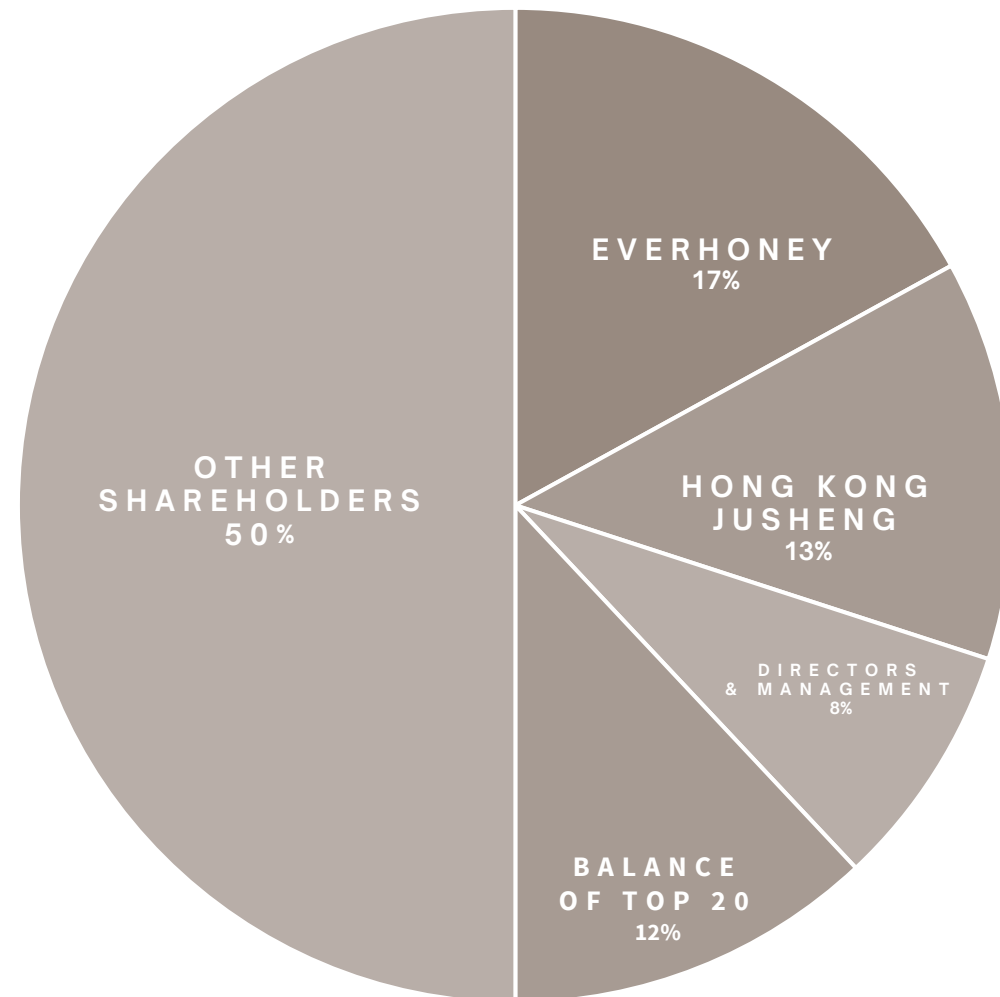
EVERHONEY	17%
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HONG KONG JUSHENG	13%
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DIRECTORS & MANAGEMENT	8%
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BALANCE OF TOP 20	12%
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OTHER SHAREHOLDERS	50%
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# Exciting Outlook



Expansion of distribution channels in Australia and USA



Expansion of current product range in Japan and Singapore



New product launches – additions to current ranges, plus introduction of new probiotic ranges.



Focus on further product development and IP creation



Growing demand for natural products to aid building immunity and general health and wellness



EVE is well positioned for this increasing demand



# Important Information

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Authorised for release by Bill Fry, Managing Director.



# Thank you



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PASSION *for* WELLNESS.

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