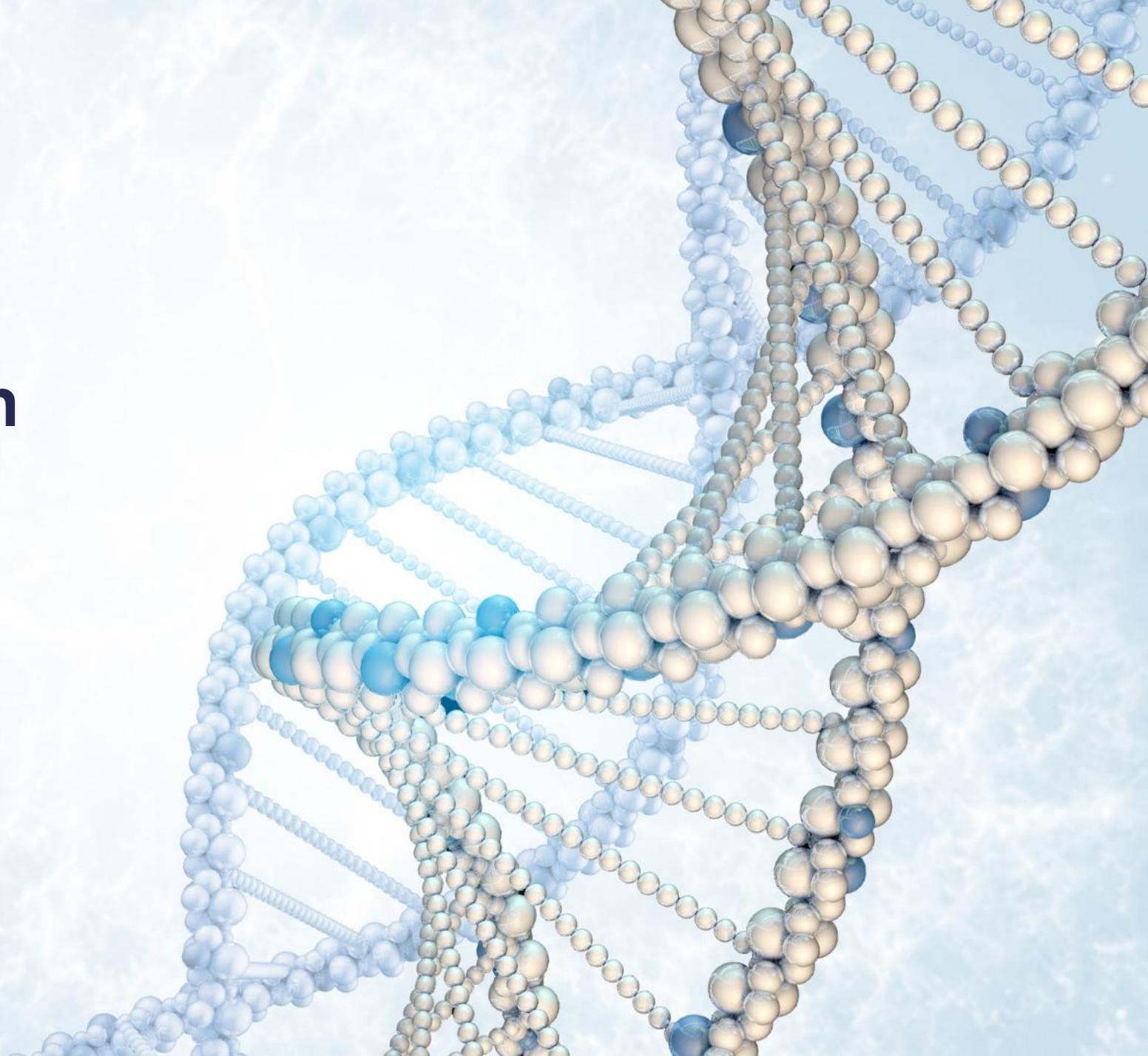


Investor Presentation

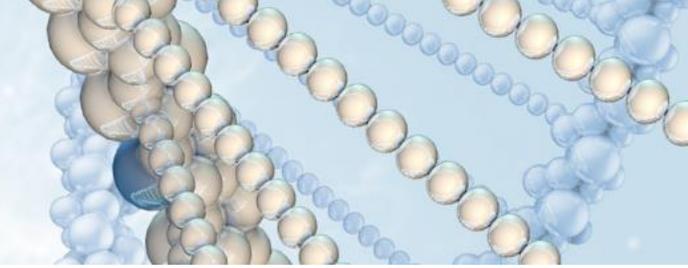
January 2022

**HOLISTA
COLLTECH**



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 Industry¹.

Key Market Stats*	
Market Cap	\$11.6m
52-week Trading Range	4.1¢ - 8.2¢
Average Daily Vol.	242,416
No. of Shares on Issue	275.4m
Top 20 Shareholders	68%

*As of 25/01/22

¹<https://globalwellnessinstitute.org/press-room/statistics-and-facts/>

- 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 2022 and beyond



Multiple growth avenues with defensive revenue streams



Global reach with proven products sold around the world



Large addressable and growing markets in health/wellness



Established partnerships with leading global customers



Improved FY results expected and positive FY22 outlook

Business Divisions

Growth engines



Health/Dietary Supplements

- Largest sales/profit contributor
- Recovering strongly from COVID-19 impact
- Market leading vitamin brand in Malaysia
- New product innovations contributing to growth profile



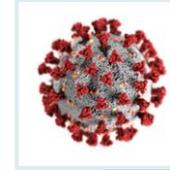
Healthy Food Ingredients

- Fast growing with global appeal
- Patented technology
- GI Lite™ for healthier breads, tortilla, etc
- 80Less™ sugar substitute, tapping on increasing awareness of the danger of sugar



Ovine Collagen

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



Infection Control Solutions

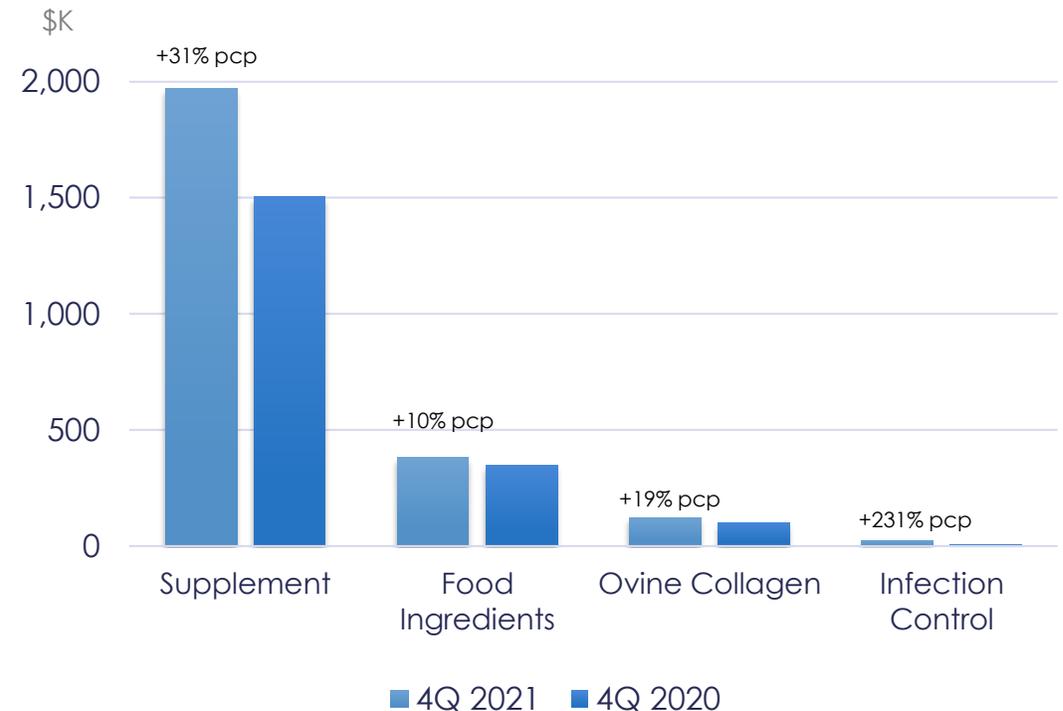
- Newest business (FY20 1st year contribution)
- Strong multi-year growth potential
- Patented all-natural sanitisers
- Patented nasal balm formulation
- Distributor of leading Rapid Antigen Tests

Strong Finish to FY2021

Improvements across all divisions in 4Q 2022

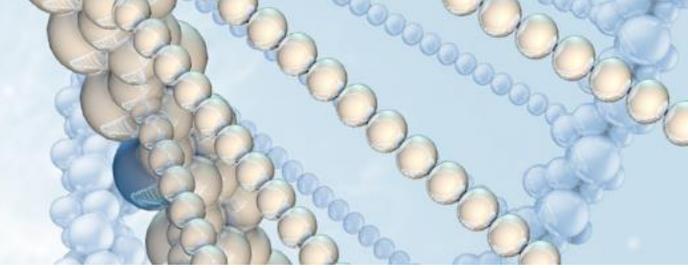
- Quarterly Group sales jumped 27% pcp
- Significant improvement in Op Cash Outflow (<0.3m in Q4 2022 from \$0.8m in 3Q 2022)
- Growth in 4Q 2021 puts Holista on track to deliver a strong full year result next month
- Positive outlook with multiple growth opportunities across all Holista's divisions in 2022
- Holista's financial year end is 31 Dec
- All figures are subject to the final external audit

Divisional Quarterly Sales Performance



Health Supplements

Developments & update



PRISTIN
Toxin-Free Fish Oil

PRISTIN
RM 1,000,000

Toxin-Free Guarantee

nielsen
Retail Audit by The Nielsen Company



Q4 2021 sales increased by 31% pcp and 15% QoQ

Growth driven by rebound from COVID and launch of new supplement (Hydro D – water soluble Vitamin D)

“Cash Cow” business that contributed ~70% of 2020 Group revenue with market leading products

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

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

Food Ingredients

Developments & update



Muffins, white breads and pasta made with Gi Lite™ scored a GI reading of 48, 46 and 38 respectively

4Q 2021 sales increased by 10% pcp and 85% QoQ

Growth driven by US-based Costanzo's Bakery and HWH International

Partnership with Berjaya's Country Farms opens opportunities into several leading franchises in Malaysia (e.g. Starbucks and 7-Eleven)

Completed final testing of healthier croissant to be launched in 327 Starbuck stores in Malaysia and Brunei

GiLITE™

80LESS™

Ovine Collagen

Developments & update

Guangzhou Sinbio Cosmetic Co Ltd is a Chinese state-owned enterprise that exclusively represents leading cosmetic brands like Ceeture, Estee Lauder and SK-II China. Sinbio sells cosmetics via a network of 45,000 direct-owned stores.



Q4 2021 sales increased 19% pcp due to demand from Thai-based cosmetics manufacturer

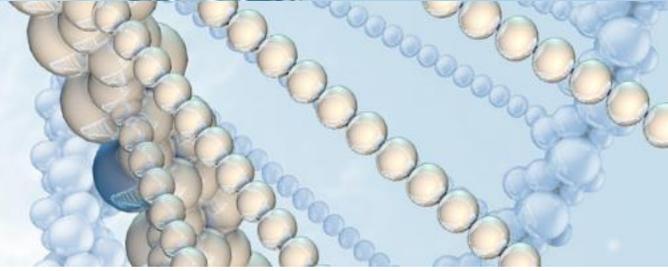
World's only company to extract ovine collagen from Australian sheep using patented process

Guangzhao Sinbio to purchase Holista's annual productions upon successful conclusion of trials

Binding sales agreement to see Holista expand plant capacity to 576 tonnes over next four years (potential annual rev ~\$43.2m)

Unlocking Value for Ovine Collagen

Significant growth options



Grow

Establish **world leading collagen offering** through Guangzhou Sinbio opportunity and existing customer relationships



Partner

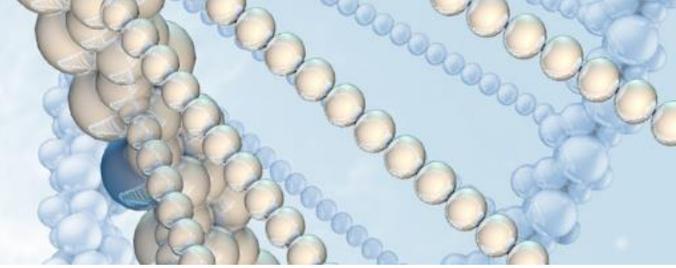
To consider developing food-grade collagen in future

Upgrade

Produce medical-grade collagen to capitalise on large new markets

Infection Control

Developments & update



4Q 2021 sales recorded 231% turnaround

Nasal balm available online in 4Q 2021 and will launch in US in current quarter

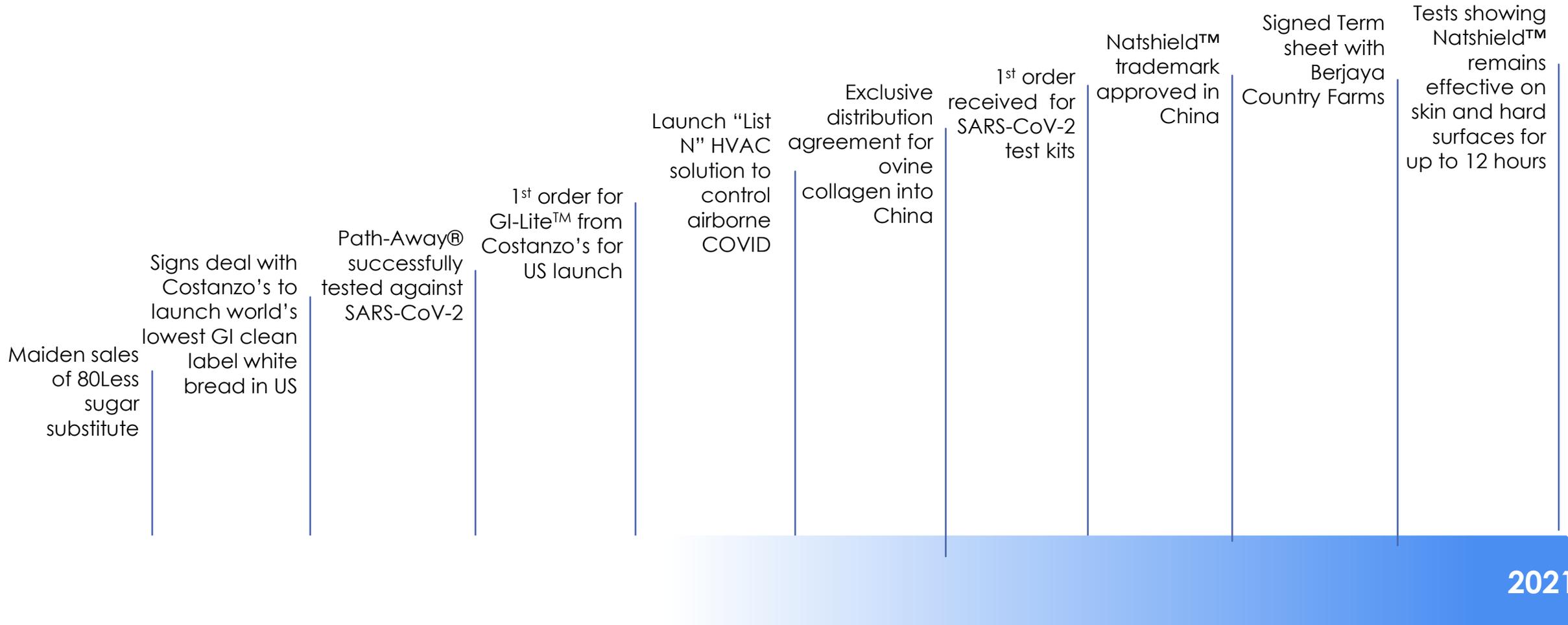
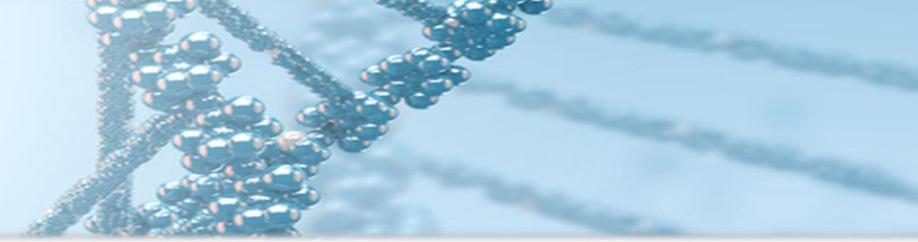
Nasal balm contains 5% Path-Away®/Protectene™ - proven to kill 99.9% SARS-CoV-2 in 2 min

SARS-CoV-2 test kit awaiting final approval in Latin America and undergoing approval by US FDA

RT LAMP technology used in test kit also undergoing final evaluation in the UK

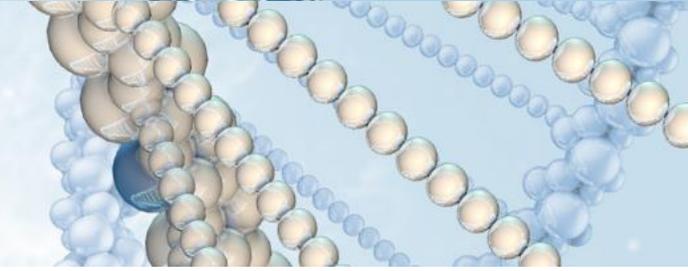
Year of Achievements

Foundations for a stronger FY22



Positive Outlook

Growth drivers for 2022 and beyond



- ✓ **Multiple Growth Levers:** Several significant growth opportunities that can lead to a significant step-change in earnings over short- to medium-term
- ✓ **Improved Outlook:** Trading conditions in 2021 is a marked improvement over previous year and momentum is carrying through to 2022
- ✓ **Expanding Margins:** Profit margins expected to improve on 2021 due to cost optimisation and organic growth
- ✓ **Positive Tailwinds:** Global trends supportive of further growth over medium- to longer-term for all divisions

Dietary Supplements

- Sales up double-digit & further growth expected
- New products contributing to growth
- Will remain significant cash generator for Holista

Healthy Food

- Improved demand for GI-Lite™ and 80Less™
- Growing consumer focus on healthier foods to drive growth globally
- Trials with Berjaya's Country Farms ongoing

Ovine Collagen

- Potentially transformative deal with Mutiara (Guangzhao Sinbio)
- Major plant expansion if agreement becomes binding
- Capex fully funded from customer deposits, grants and internal resources

Infection Control

- Sales of Natshield™ sanitisers expected to continue to grow
- New product launches and potential expansion into China to fuel next phase of growth
- Successful persistence test results to bolster demand for Natshield™

Board of Directors & Advisors

Expertise to lead the group forward



Rajen Manicka
Exec Chairman & CEO



Walter Joseph
Non-Executive Director



Loren King
Non-Executive Director



Jay Stephenson
Company Secretary



Roscoe Moore
Advisor

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.

Successful track record working in senior management and consulting positions over the past five decades at several leading organizations, including the National Australia Bank, Wesfarmers-Bunnings, P&O Ports, Water Corporation of Western Australia (WA) and the WA Department of Commerce and Trade.

Mrs Loren King has worked in corporate finance and senior administration roles with ASX listed companies, stockbroking and corporate advisory services for the past 15 years. Mrs King has a Bachelor of Psychology, is a Fellow Member of the Governance Institute of Australia holding a Graduate Diploma of Applied Corporate Governance and has a Certificate IV in Financial Services (Bookkeeping).

Mr Stephenson has been involved in business development for over 30 years including the past 25 years as Director, Chief Financial Officer and Company Secretary for various listed and unlisted entities. He has been involved in business acquisitions, mergers, initial public offerings, capital raisings, business restructuring as well as managing all areas of finance for companies.

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).

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For further information, please contact:

Corporate Matters: investor@holistaco.com

General Enquiries: enquiries@holistaco.com

Investor/Media Relations: Brendon Lau (m: 0409 341 613, e: brendon@vantagepointpartners.com.au)

