

A scenic view of a coastline at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The sky transitions from a pale yellow near the horizon to a clear blue at the top. The ocean is visible on the left, with waves breaking on a sandy beach. In the foreground, a paved path winds through a grassy area with tall, dry grasses. Four people are walking along the path, away from the camera. They are dressed in casual attire, including t-shirts and shorts. The overall atmosphere is peaceful and scenic.

Halo Food Co.

General Meeting

18 March 2022



Resolutions



Halo Food Co Overview

Halo Food Co.

Halo is a rapidly growing and expanding health and wellness company

Halo is an established and rapidly growing manufacturer, exporter and brand owner of formulated dairy and health and wellness products

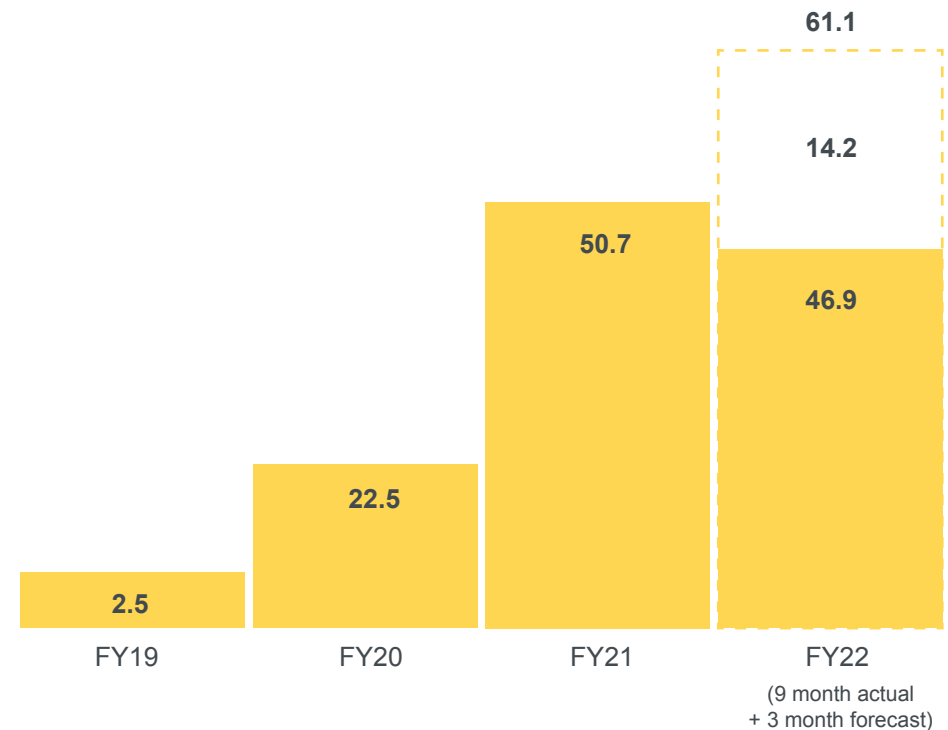
Operates 2 key divisions:

- **Manufacturing** – 7 purpose built and fully accredited production facilities in Australia and New Zealand
- **Proprietary brands** – Tonik, SuperCubes, Gran's Fudge and KeyDairy
- Halo's facilities and accreditations meet diverse and broad needs of consumers from different markets and cultures
- Growth strategy to leverage its manufacturing capabilities to make acquisitions, implement organic growth initiatives including proprietary brands and extract operational efficiencies and scale benefits
- Total forecast sales for FY22 are \$61.1m compared with \$50.7m (FY21) and \$22.5m (FY20)

Q3 FY22 strongest quarterly results on record :

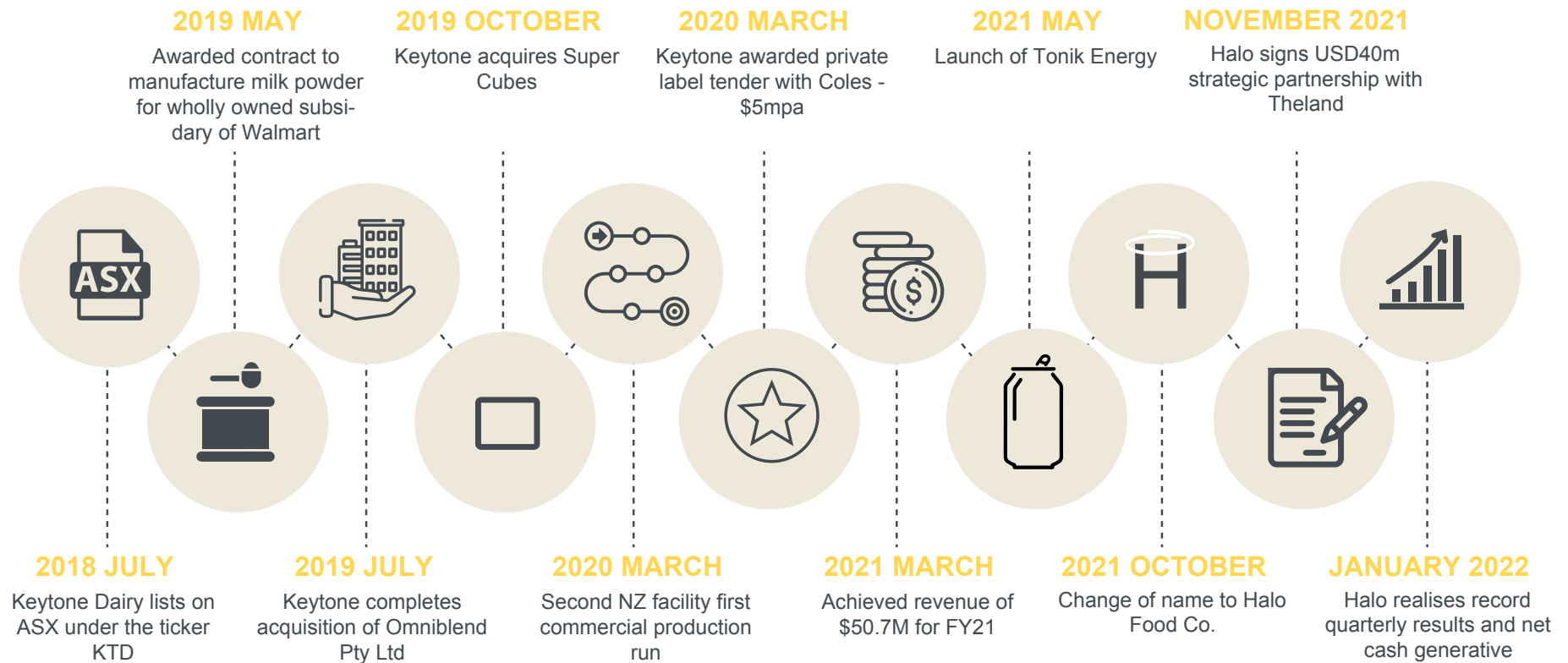
- 17% sales growth over prior quarter to record high of \$17.5m for the 3 months ending 31 December 2021
- Consolidated normalised EBITDA of \$503k for the quarter and \$2.6m net cash generation from operations
- Halo is a trusted production partner, contract packing for well-known brands in Australia, New Zealand and internationally.

Annual revenue (A\$m)





Our Journey



the **healthy**  Mummy

Overview of The Healthy Mummy

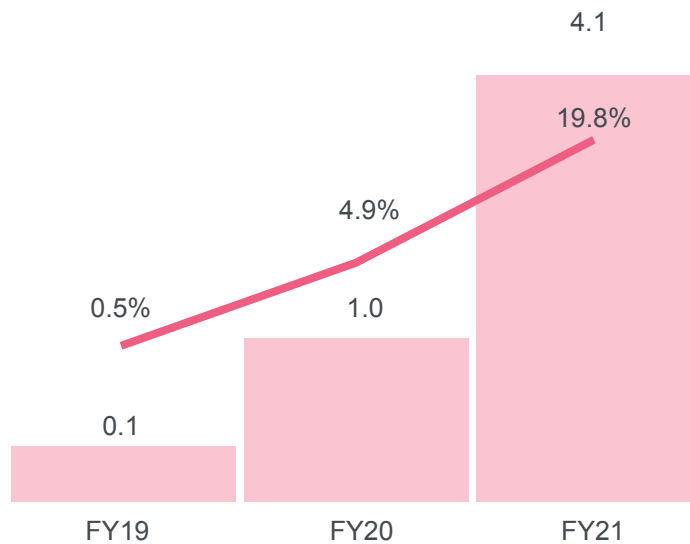


Introduction to The Healthy Mummy

Founded in 2010 with a vision of becoming Australia's leading support solution for mother's aiming to regain their health and fitness

Company Snapshot

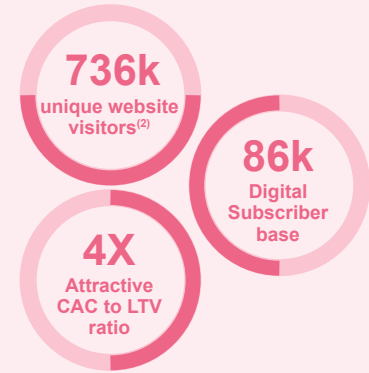
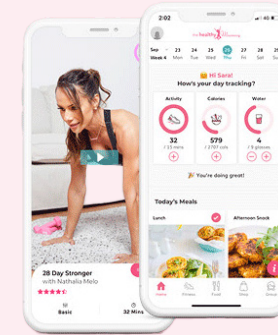
- The Healthy Mummy was founded in Australia in 2010 by Rhian Allen after giving birth, when she discovered that there was a lack of support for mothers to regain their health and fitness
- The Healthy Mummy's mission is to help millions of mothers around the world who want to improve their health and wellbeing after having children. The Healthy Mummy has the world's largest health and wellbeing community of mothers with young children; its 28 Day Weight Loss Challenge ("28 Day Challenge") has helped women lose over 2.7m kg (6m lbs)⁽¹⁾ collectively
- The business generated c.\$21m of revenue and c.\$4m of Normalised EBITDA in FY21



Normalised EBITDA (\$m) Normalised EBITDA margin (%)

Core Product Offering

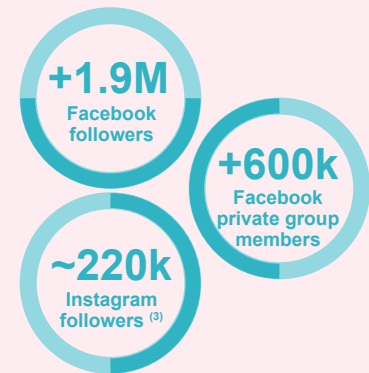
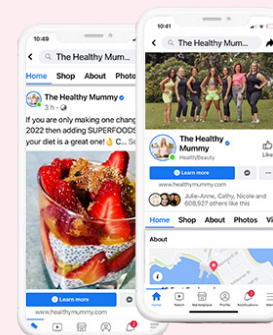
Digital Subscription Program



Products & Mechanise



Powered by a community that motivates & drives revenue



Source: (1) Management analysis based on member surveys and App data; (2) As at January 2022
 (3) includes @thehealthymummy and @rhianbusyallen Instagram accounts

the healthy Mummy Key highlights

AUTHENTIC BRAND

Authentic, trusted health and wellness brand with strong end-market resonance

NICHE MARKET LEADER

A leading player in the mothers-focused health and wellness segment with a highly engaged, supportive and carefully moderated digital community

LARGE & GROWING MARKET

Large addressable market of \$647m⁽¹⁾ with attractive category fundamentals and growth opportunities

STRONG FINANCIALS

Strongly cash generative, with \$20.7m of revenue and \$4.1m of Normalised EBITDA in FY21

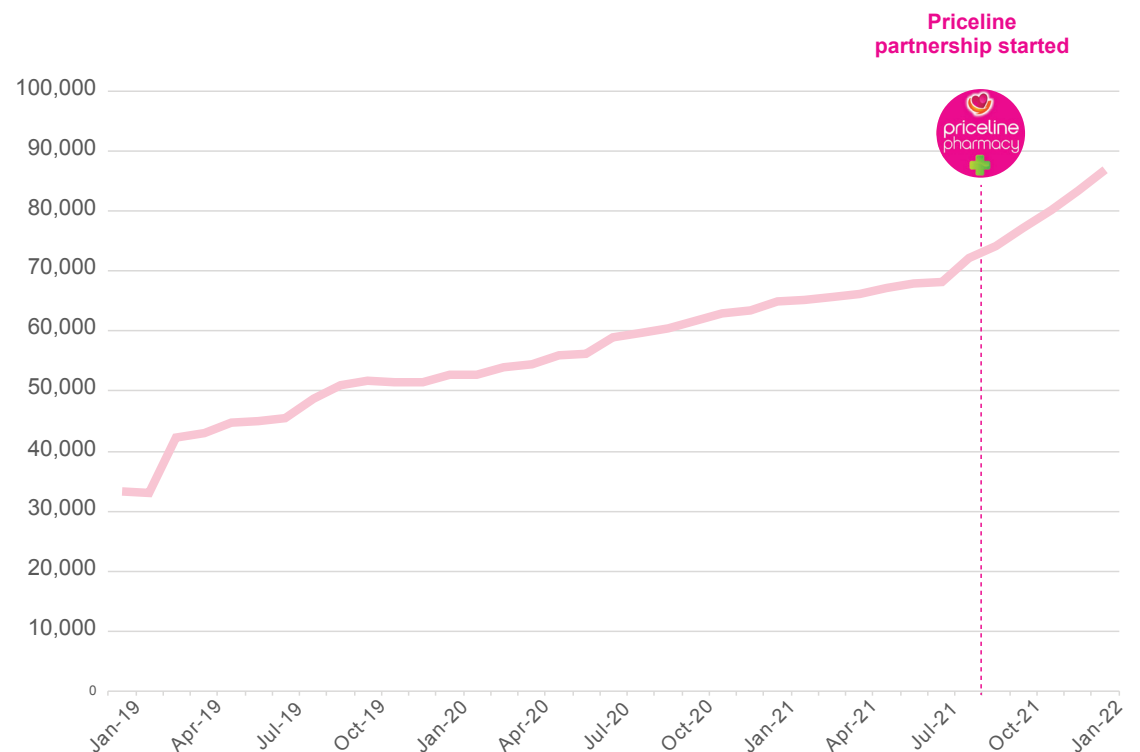
PRICELINE PARTNERSHIP

Retail distribution into 440 Priceline Pharmacy stores, integration with The Health Mummy App, and strong customer referral tool via Priceline's 7.5m member Sister Club

SIGNIFICANT OPPORTUNITIES

New growth initiatives including the Healthy Mummy marketplace, corporate partnerships, new products & services, and The Healthy Mummy Wellness App

Digital Subscriber Growth



Notes: (1) Weight Loss Services in Australia is A\$466m (IBIS World 2021), Online vitamin and supplement sales in Australia is A\$181m (IBIS 2021)



Business model

Three interlinked business segments create a unique and hard-to-replicate offering that provides everything a mother needs to change her lifestyle –including real-time support and encouragement to keep going



1

Digital Subscription

28 Day Challenge

~39% of revenue ⁽¹⁾

100% gross margin ⁽¹⁾

- Healthy eating, meal plans, recipes, support and plans designed for busy mums on a budget
- Delivered via The Healthy Mummy App, which effectively provides a nutritionist, personal trainer and motivational coach all in your pocket

2

Food and products to supercharge health & wellbeing

~61% of revenue ⁽¹⁾

~48% gross margin ⁽¹⁾

- A curated range of nutritionally superior products created for mums to support their health journey
- Includes a bestselling kids nutrition range as well as a Skincare range and The Healthy Man range
- The products are trusted and recommended by other mums and health care professionals

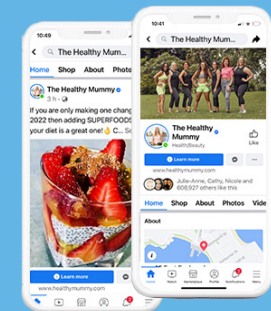


3

Community that motivates and drives revenue

+600k Facebook group members

- Highly engaged global community of over 600,000 private group members
- Large social follower base with over 1.9m Facebook followers and ~ 220k Instagram followers
- Mothers share social proof, healthy living tips, body confidence inspiration, weight loss tips, success stories, advice and more
- The Business ensures the groups are moderated to maintain body positivity and a supportive, non-judgemental environment
- A highly trusted brand and product range



Notes: (1) FY21 Management accounts. Source: Management, July 2021



Digital Subscription Program (28 Day Challenge)

Delivered by the highly rated The Healthy Mummy App, the 28 Day Challenge is a comprehensive customisable program to help women regain body confidence and get fit, healthy and strong



86k+ Subscribers



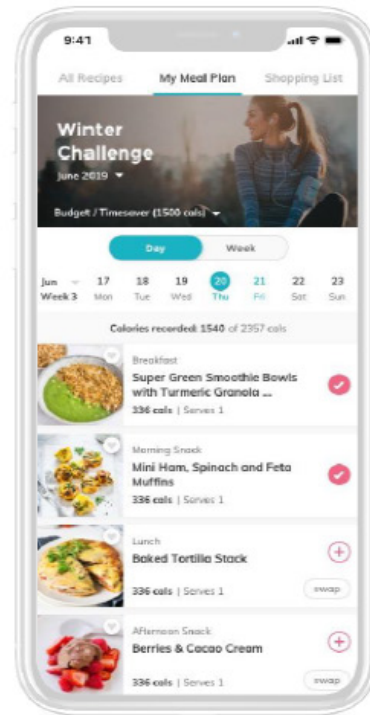
92% increase
their self-esteem
after 28 days



90% would
recommend to
their friends

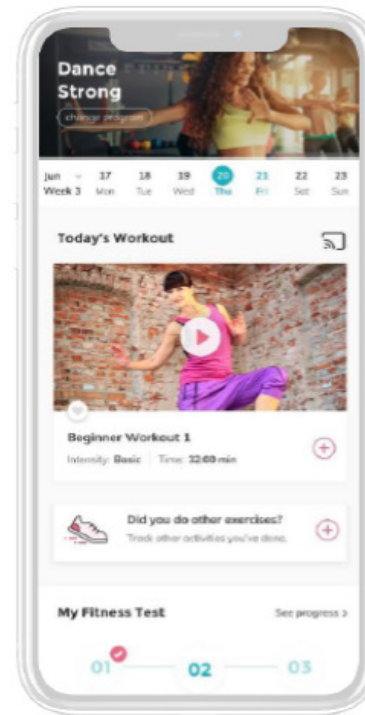


Up to 50% saving on
average weekly meal
spend due to budget
friendly meal plans



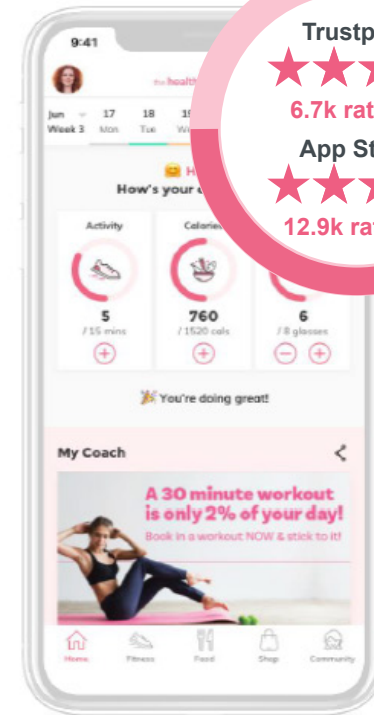
Nutritionist Designed Meal Plans

Nutritionist designed, budget friendly meal plan with over 5,000 recipes



Personal Trainer Designed Fitness Plans

500+ videos catering for postnatal to advanced fitness



Motivational Coach

Lifestyle tips & goal tracker for accountability

Trustpilot
★★★★★
6.7k ratings
App Store
★★★★★
12.9k ratings



Product overview

Broad range of products across consumables and non-consumables

The Healthy Mummy

Consumables

Smoothies



2012 Launch Year

- Features a range of delicious, easy to prepare meal replacement smoothie powders
- High nutritional profile
- Also offer specific products for mothers in the various pregnancy stages and breastfeeding stages of motherhood as well as mums with older and teenage children

Snacks



2014 Launch Year

- Includes natural snack bars, cake mixes, drinking mixes to satiate cravings or provide energy for busy mothers
- Products contain no added sugar or preservatives

Supplements



2017 Launch Year

- Includes protein powders, ingestible metabolism support tablets, and gastrointestinal health supplements
- The products are high in protein, probiotics, vitamins, minerals and omega-3, providing immune support for mothers and babies

Other

Consumables

The Healthy Man

Meal Replacement



Supplements



Exercise



The Healthy Kids

Smoothies



Supplements



Snacks



Non-consumables

Skincare



Merchandise



Books



The Healthy Mummy growth initiatives

THM has a structured growth plan for FY22 which diversifies revenue streams and stretches the brand equity into adjacent categories. Growth in FY23 and beyond is expected to be substantial

1

Continued B2B expansion

Launched product in Priceline in September 2021
Continue to assess B2B expansion opportunities to grow sales contribution from retail channels

2

Monetise traffic through a mummy marketplace

Developing functionality to offer extended product categories through THM website – targeting launch in first half of calendar year 2022

3

Development of The Healthy Mummy Wellness App

Targeting launch of the new App in first half of calendar year 2022 to support mental wellbeing and health for mums and families (vs weight loss)

4

Partner with corporates to access new customers

Recently signed partnership with Optus to create fitness content and increase digital traffic

5

Extend products and services to new audiences

Physical and digital product extensions including The Healthy Man

6

Re-commit to international expansion (to be decided)

Double down on US and UK growth, and/or sell high-quality weight loss products into China

7

Other growth initiatives include:

- Re-design of website and improving the overall e-commerce and customer experience
- Focus on more sustainable packaging





The Healthy Mummy team

A highly capable management team has been appointed and incentivised to ensure solid execution and strong, sustainable business growth



Rhian Allen | Founder & CEO

- Rhian founded The Healthy Mummy in 2010 to improve the health and wellbeing of mothers post birth
- Prior to THM, Rhian spent over 12 years across various sales and advertising roles at leading media companies



Deb Staltari

Business Development Director



Rachael Javes

Operations Director



Sara Wright

Head of Technology



Lynsey Nercessian

Community and Content
Director

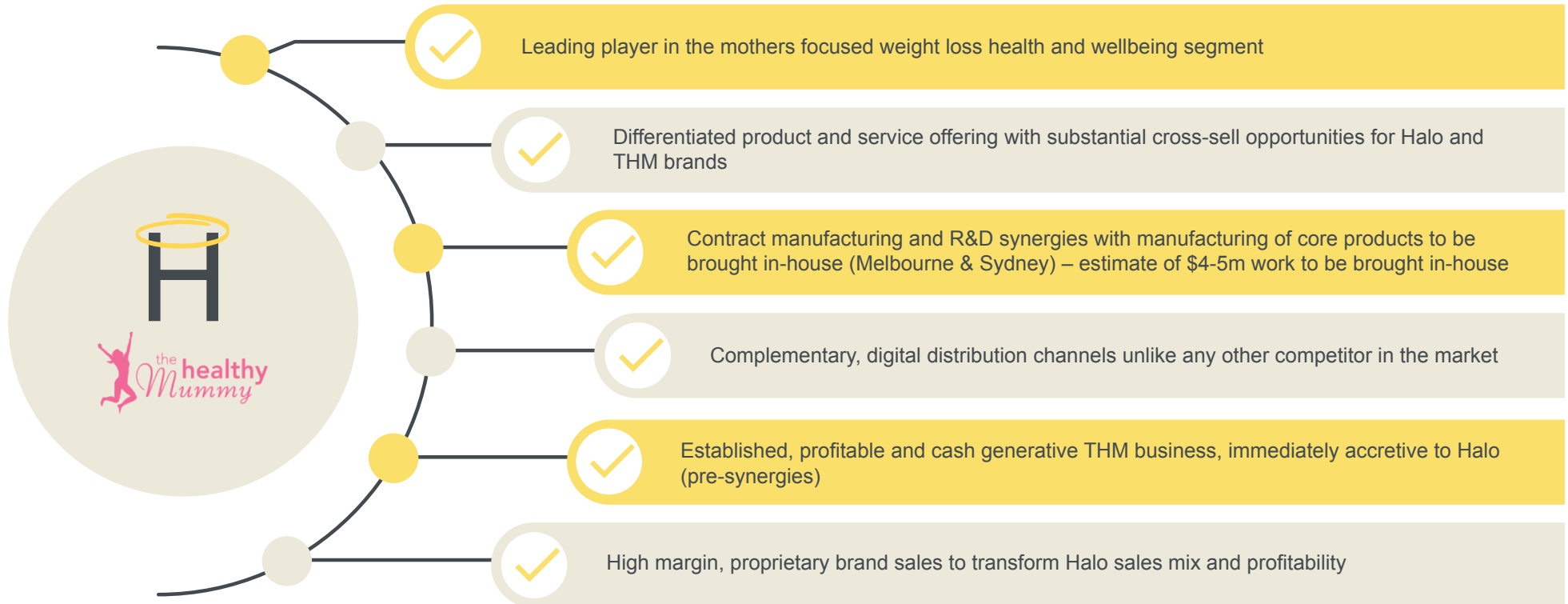


Bec Krietic

Marketing Manager



Strategic rationale and highlights



A scenic view of a coastline at sunset. The sun is low on the horizon, creating a golden glow over the ocean and the sky. In the foreground, a paved road curves along a hillside. Four people are walking on the road, away from the camera. The person on the far left is wearing a red shirt and dark pants. The person next to them is wearing a white t-shirt and dark pants. The person in the middle is wearing a blue t-shirt and dark pants. The person on the far right is wearing a white t-shirt and dark pants. The background shows a wide expanse of water meeting a hazy, golden sky. The overall mood is peaceful and scenic.

Halo Food Co.