



# AGM - Presentation

Wednesday 1<sup>st</sup> November 2023





# Fix, Reset & Grow



## **Fix the foundations**

- Balance sheet, Governance, Controls & Capability

## **Reset the strategy and baseline**

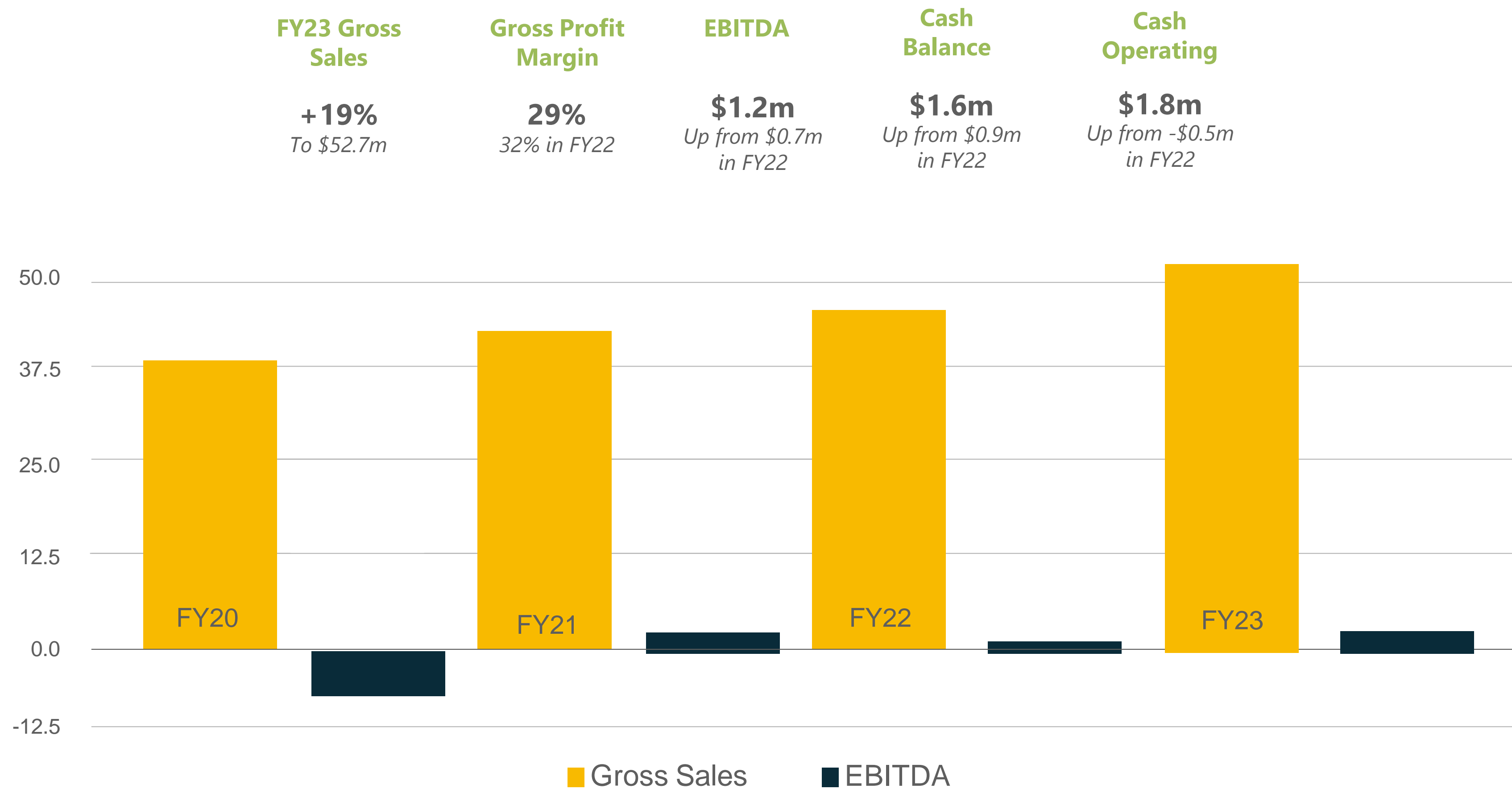
- Protect the brand, re-establish relationships and the path forward

## **Grow the business**

- Grow through innovation, distribution and market synergies, position the business for success

# FY23, A year of growth

## Sales/EBITDA



# FY24 & Beyond – Revenue Streams

## Innovation

- Juice Lab range growth, OBL range growth

## Distribution

- Petrol & Convenience, Industrial, Export

## Whole Fruit

- Peel, pectin, fibre & oils





# FY24 & Beyond – Capability & Market Climate



## Capability

### Shelf Life

- Aseptic bulk & bottle

### Capacity

- Improved output via capital investment

## Market Climate

- Ability to offset rising costs with efficiencies and growth



# FY24 & Beyond – The Horizon

## Horizon 1 FY22-23

### Profitably grow base juice business

- Grow base juice business, develop Original Juice Co brand
- Roll out Juice Lab wellness offering
- Fix balance Sheet, cash, governance & controls
- Secure supply of fruit at competitive prices
- Build our internal people capabilities
- Ongoing performance improvements to deliver year on year cost savings

## Horizon 2 FY23-24

### Launch extended offering for Australian & export markets

- Domestic expansion by increasing distribution footprint
  - QSR, Foodservice, DTC, P&C
- Launch export specific ranges along with other OJC ranges ready for export
  - By-products, long-life fresh Juice & current Range
- Grow our branded portfolio
- Restructure margins via procurement and capital investment
- Increase production volumes – branded and private label
- Structure business and capabilities to best serve Chinese, UK and other export markets

## Horizon 3 FY24+

### Establish leadership position in beverage & wellness space

- Key beverage/wellness leader
- Enter new categories building off brands platforms
- Market consolidation – mergers and acquisitions



**Thank You**



**The Original Juice Co. Board  
thank you for your  
attendance & support**

