



C O R P O R A T E   P R E S E N T A T I O N

# ECS Botanics Holdings Ltd

A leading organic cultivator and  
manufacturer of medicinal cannabis

ASX : ECS

Q3 Webinar  
29 April 2025

# FY25 3<sup>rd</sup> Quarter Investor Update

1. Launch of B2C Brands
  - ✓ Avani
  - ✓ RAP
  - ✓ Avani Advanced
  - ✓ OzSun
2. Sales Mix – B2B, B2C and Terphogz
3. Investment in new Protective Cropping Enclosures and Genetics
4. Outdoor season
5. Funding
6. Outlook



# Current B2C Brands

AVANI

Mid-Market Range  
Flower  
Capsules  
Oils  
Vapes



Value Brand  
Flower  
Oils



RAP

Veterans Contract  
Flower  
Capsules  
Oils



VESIsorb®  
Capsules  
Pastilles (gummies)

AVANI  
ADVANCED

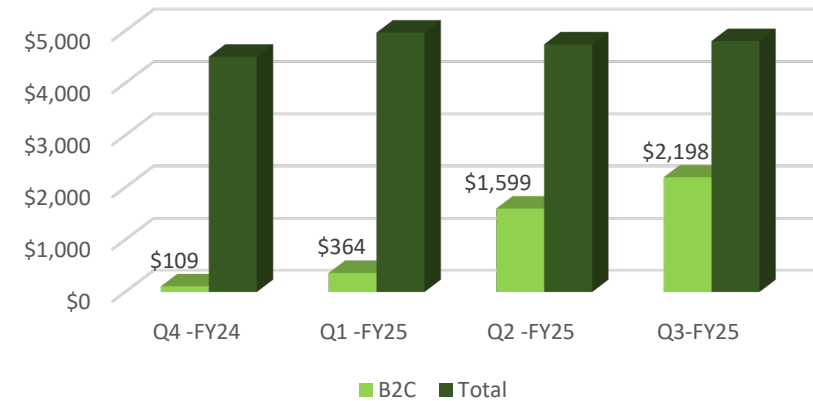


## Own Brand Sales Rapid Growth.

- ✓ Risen to #13<sup>th</sup> strongest brand owner in latest Nostradata review of >100 brands
- ✓ Onboarded 540 prescribers, on track to achieve 700 in 12-month period, driving product adoption
- ✓ RAP veterans brand continues to grow with recent addition of flower
- ✓ AVANI Advanced launched CBD 25mg Capsules, a THC:CBD blend capsule and a 5mg THC pastille will be released this quarter
- ✓ OZSun value brand selling well; bulk oil range being released shortly

## Planned transition to B2B + B2C sales model continues to develop

Contribution of B2C to Total Sales in \$'000



B2C channel now represents 47% of total sales

## Sales Mix

- ☐ B2C
  - ☐ Finished Own Brand Product
  - ☐ Higher margins
  - ☐ Consignment stock
- ☐ B2B local
  - ☐ White label typically finished product
  - ☐ Wholesale margins
  - ☐ 30 days payment
- ☐ B2B export
  - ☐ Typically, bulk
  - ☐ Lower revenue, good margins
  - ☐ 30 days payment

## Terphogz

- 8-year licensing and marketing agreement to expand Terphogz's exceptional product portfolio beyond the Californian market
- Following delays in sourcing suitable premium flower using right genetics, flower is now on order and Australia will launch this quarter via B2C
- UK partner signed up, will launch by July after product registration completed
- Germany and NZ partnerships in late-stage negotiations



*Terphogz's iconic Original Z variety features a unique terpene profile and remains one of the most highly sought-after strains*

# Protective Cropping Enclosures & Genetics

- New PCE's are producing ~ 50% more yield, and better quality consistently
- Last 2 PCE's will be ready for August as we have moved the team to build a new clean room and large cold room store
- New genetics are producing world class flower. First harvest in April
- Post harvest manager from California joined in January. Noticeable impact on both productivity and work culture
- Demand for ECS PCE flower continues to exceed demand



*Bling Blaow*

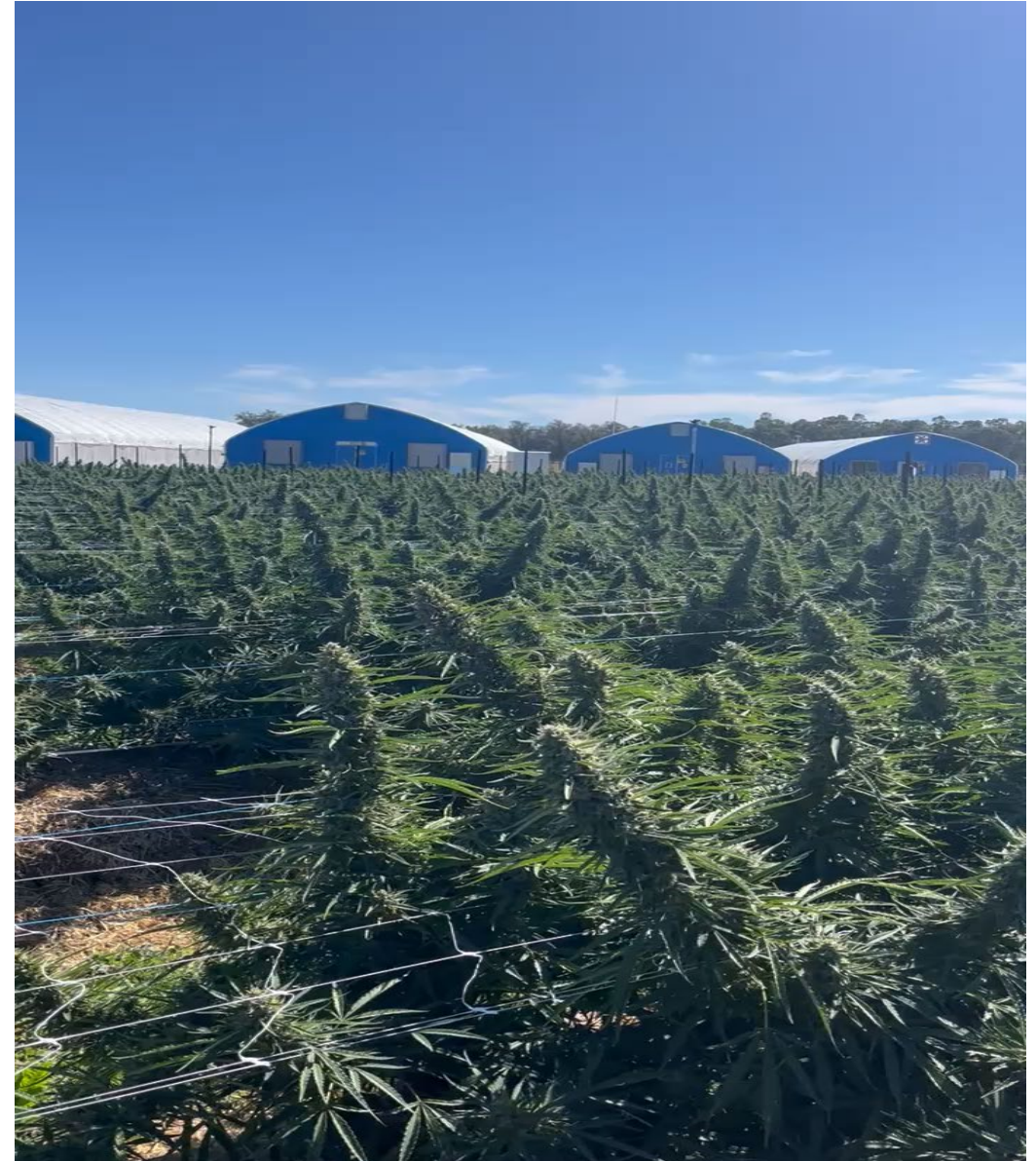
Typical  
Flower





## Outdoor Grow – FY25

- Best quality ever grown outdoor by ECS, due to:
  - Most favourable climatic conditions
  - Genetics better honed-in
- Greater portion of harvest is A grade than ever before
- B-grade suitable for in-house OzSun and white label budget brands, still nice quality
- Very little biomass generated
- Final yield still to be determined



# Increased Funding Support

## NAB Corporate Loan

The \$3.2 million facility was fully undrawn at 31 March 2025

On 14 April 2025, NAB increased the facility limit to \$5.2 million to support ECS's growth, particularly in its B2C operations

This interest-only facility matures on 31 July 2027, with no scheduled principal repayments

## Revolving Asset Finance

The \$4.4 million facility had \$2.64 million drawn at 31 March 2025

On 14 April 2025, NAB increased the Asset Finance facility limit to \$4.8 million

This facility is repaid on a monthly principal and interest basis



# Outlook



Sales on local B2B are returning, exports growing and B2C continuing to grow



Supply issues experienced in Q2 and Q3 resolved. Launch more VESIsorb products



Terphogz launch Q4 to support and diversify ECS sales growth



Transition of business to a mix of B2B and B2C to complete this year and return ECS to cash flow positive



# Strategic Roadmap

## Delivering on a Clear Strategy to Drive Value

2018-2020 → 2021-2023 → 2024-2026 → 2027-2029

### Developing Capability and Confidence

- ✓ Established in 2018
- ✓ ODC Licenced in 2019
- ✓ TGA Licenced in 2020
- ✓ First Cultivation 2020

### Focused, Expanding and Growing Revenue

- ✓ Acquired Murray Meds
- ✓ Exporting to NZ and UK
- ✓ Focussed Victoria operations
- ✓ Organic certification
- ✓ Added 12 Greenhouses
- ✓ Positive EBITDA
- ✓ >A\$50m in sales contracts
- ✓ Established an expert team
- ✓ >4 tonnes production

### Drive Profitability, Innovation and Expansion

- Add 9 more greenhouses and light/heating for all year growing capability
- Scale to >13 tonnes production in line with licensed capacity
- Scale exports into existing and new markets to be >30% of Revenue
- Launch and build Avani B2C brand
- Leverage IP with VESIsorb® and Genetics through Avani brand
- Vertically integrated manufacturer of Oils, Capsule, Vapes and Pastilles
- Largest Australian exporter of flower

### Leading Australian Medicinal Cannabis Company and Largest Exporter

- Exporting to Asia and North America
- Exports >60% of Revenues
- Avani recognised as the leading brand in multiple markets
- ARTG listing for Avani Rapid medicinal cannabis capsules
- Carbon Neutral
- Organic Investment in expansion
- Most profitable Australian Cannabis Company

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