



annual general meeting

2017

Natural Science By Skin Elements



DISCLAIMER

Summary information

This Presentation contains summary information about Skin Elements Limited (ASX: “SKN”, “Skin Elements”, “the Company”), its subsidiaries and their activities which is current as at the date of this Presentation. The information in this Presentation is of a general nature and does not purport to be complete nor does it contain all the information which a prospective investor may require in evaluating a possible investment in shares and options in Skin Elements Limited (New Securities) or that would be required in a prospectus or product disclosure statement prepared in accordance with the requirements of the Corporations Act. The historical information in this Presentation is, or is based upon, information that has been prepared by the Company. This Presentation should be read in conjunction with all public announcements which are available at request and also <http://www.soleoorganics.com/>.

Not an offer

This Presentation is not a prospectus, product disclosure statement or other offering document under Australian law, or any other law. This Presentation is for information purposes only and is not an invitation or offer of securities for subscription, purchase or sale in any jurisdiction (and will not be lodged with the U.S. Securities Exchange Commission).

This Presentation does not constitute investment or financial product advice (nor tax, accounting or legal advice) or any recommendation to acquire New Shares in and does not and will not form any part of any contract for the acquisition of New Shares. This Presentation may not be released or distributed in the United States. This Presentation does not constitute an offer to sell, or the solicitation of an offer to buy, any securities in the United States. The New Shares have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended (U.S. Securities Act) or the securities laws of any state or other jurisdiction of the United States. Accordingly, New Shares may not be offered or sold, directly or indirectly, in the United States, unless they are offered and sold in a transaction exempt from, or not subject to, the registration requirements of the U.S. Securities Act and any other applicable state securities laws.

Not investment advice

Each recipient of this Presentation should make its own enquiries and investigations regarding all information in this Presentation including but not limited to the assumptions, uncertainties and contingencies which may affect future operations of the Company and the impact that different future outcomes may have on the Company. This Presentation has been prepared without taking account of any person’s individual investment objectives, financial situation or particular needs. Before making an investment decision, prospective investors should consider the appropriateness of the information having regard to their own investment objectives, financial situation and needs and seek legal, accounting and taxation advice appropriate to their jurisdiction. The Company is not licensed to provide financial product advice in respect of New Securities. Cooling off rights do not apply to the acquisition of New Securities.

Investment risk

An investment in New Securities is subject to known and unknown risks, some of which are beyond the control of the Company. The Company does not guarantee any particular rate of return or the performance of the Company nor does it guarantee any particular tax treatment. Investors should have regard to the key risk factors outlined in this Presentation when making their investment decision.

Future performance and forward looking statements

This Presentation contains certain ‘forward looking statements’. Forward looking statements can generally be identified by the use of forward looking words such as, ‘expect’, ‘anticipate’, ‘likely’, ‘intend’, ‘should’, ‘could’, ‘may’, ‘predict’, ‘plan’, ‘propose’, ‘will’, ‘believe’, ‘forecast’, ‘estimate’, ‘target’, ‘outlook’, ‘guidance’ and other similar expressions within the meaning of securities laws of applicable jurisdictions and include, but are not limited to, the outcome and effects of the Issue of New Shares (IPO) and the use of proceeds. You are cautioned not to place undue reliance on forward looking statements. The statements, opinions and estimates in this Presentation are based on assumptions and contingencies subject to change without notice, as are statements about market and industry trends, projections, guidance and estimates.

The forward looking statements contained in this Presentation are not guarantees or predictions of future performance and involve known and unknown risks and uncertainties and other factors, many of which are beyond the control of the Company, and may involve significant elements of subjective judgement and assumptions as to future events which may or may not be correct. Refer to the ‘Key Risks’ section of this Presentation for a summary of certain general and Company specific risk factors that may affect the Company and New Shares. There can be no assurance that actual outcomes will not differ materially from these forward looking statements. A number of important factors could cause actual results, achievements or performance to differ materially from the forward looking statements, including the risk factors set out in this Presentation. Investors should consider the forward looking statements contained in this Presentation in light of those disclosures. The forward looking statements are based on information available to the Company as at the date of this Presentation. Except as required by law or regulation (including the ASX Listing Rules), the Company undertakes no obligation to provide any additional or updated information whether as a result of new information, future events or results or otherwise. Indications of, and guidance or outlook on, future earnings or financial position or performance are also forward looking statements.

Past performance

Investors should note that past performance, including past financial performance cannot be relied upon as an indicator of (and provides no guidance as to) future Company performance including future share price performance.

NOT FOR DISTRIBUTION OR RELEASE IN THE UNITED STATES OR ANY OTHER JURISDICTION IN WHICH DISTRIBUTION WOULD BE UNLAWFUL

Presentation By

Mr Peter Malone
Executive Chairman

“Western Australia is the perfect breeding ground for innovations, inventions and new technologies. Perth is the most remote city in the world, with an untouched natural environment surrounded by two oceans the Indian & the Southern. Western Australia proves a perfect canvas to create natural, organic products. ”



OUR JOURNEY FROM 2006





PHASE 1

R&D resulting in initial SE formula for Soléo Organics

2006

PHASE 3

Soléo Organics test marketing commences

2007

2008



Further testing in USA, Japan and Canada

2009

2010

Soléo Organics ranked number one by Elle Magazine review of sunscreens

Soléo Organics ranked Number one by Sprig.com a division of The Washington Post

CONTINUOUS PRODUCT DEVELOPMENT AND TEST MARKETING

PHASE 2

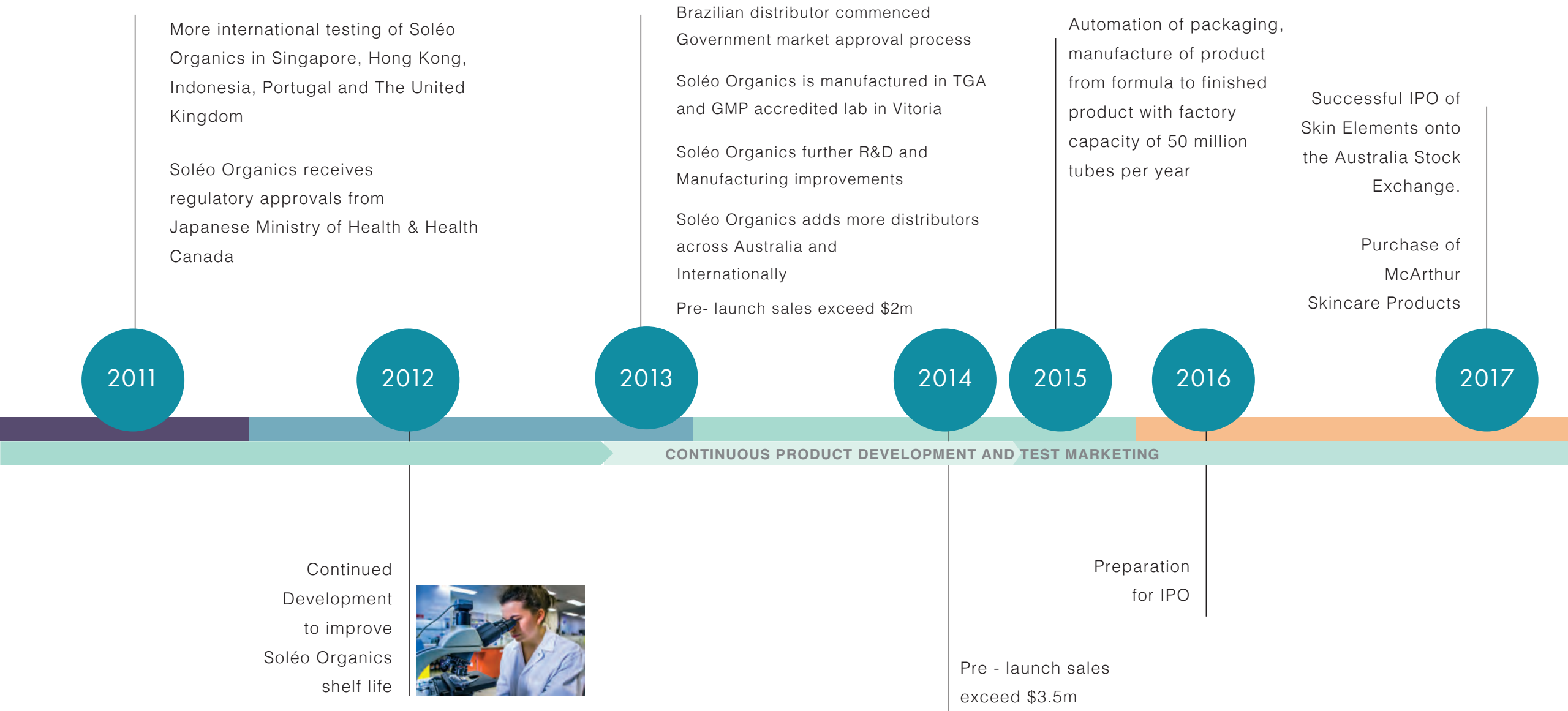
Soléo Organics Laboratory trials for large scale production plus initial regulatory approvals for sale of product



Soléo Organics Regulatory approvals from the TGA and FDA.

Soléo Organics Product testing in Australia and New Zealand

Soléo Organics awarded the number 1 sunscreen by EWG (Environmental Working Group) rated out of 1700 brands in North America



HIGHLIGHTS OF 2017 FINANCIAL YEAR

3.71
MILLION
PUBLIC OFFER

**Successful
IPO and ASX
listing**



**Sales growth
in major
global markets**

HIGHLIGHTS OF 2017 FINANCIAL YEAR

72.85%

REVENUE
INCREASE



**Strong revenue
growth**

McArthur
Skincare

**\$1 million
acquisition of
McArthur
Skincare**

HIGHLIGHTS OF 2017 FINANCIAL YEAR



**Preferred
Manufacturing
Partner
appointed**

40,000
TUBES PLANNED

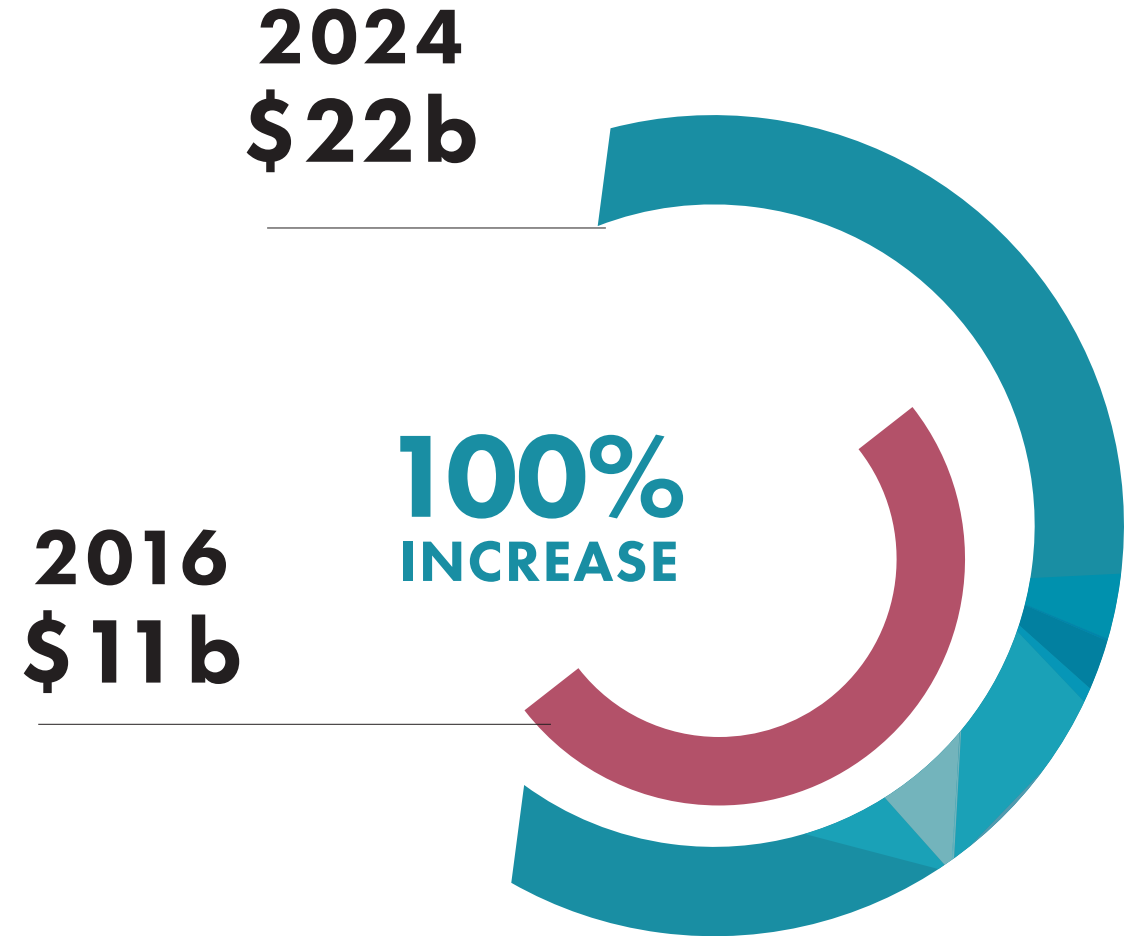
**Production
growth**



**Expanded
Team and
Head Office**

THE GLOBAL MARKET

EXPECTED GROWTH IN THE
ORGANIC AND NATURAL BEAUTY SEGMENT





THE GLOBAL MARKET

BEAUTY AND PERSONAL CARE INDUSTRY

\$465 billion CY2014

US\$582 billion CY2019



THE GLOBAL MARKET

SKIN CARE SEGMENT

US\$111 billion CY2014

expected spend
US\$144 billion CY2019



THE GLOBAL MARKET

SUN CARE PRODUCTS

\$9.87 billion in CY2014

Forecast grow
\$12.3 billion in CY2019



A YEAR IN REVIEW - SOLÉO

Soleo Organics successfully delivered the first large-scale production run in June

10,000

TUBES OF THE SOLÉO

40,000

TUBES TO FOLLOW

Baxter was appointed preferred Manufacturing Partner

The most advanced laboratory facilities and the best fit for the Company's commercial production requirements and benefit to the Soleo as it seeks to accelerate sales growth.



A YEAR IN REVIEW - SOLÉO

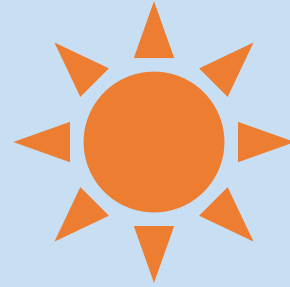


NO.1
SUNSCREEN
ENVIRONMENTAL
WORKING GROUP

NO.1
ECO SUNSCREEN
ELLE MAGAZINE

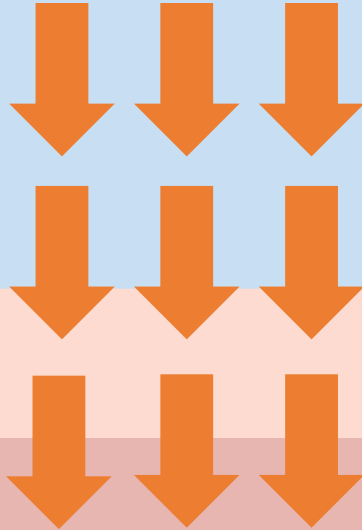
NO.1
SUNSCREEN
SPRIG.COM
WASHINGTON POST

UVA AND UVB EXPLAINED



UVA

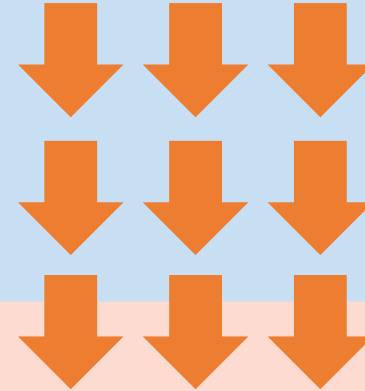
(AGEING, WRINKLING)



ABSORBED BY DERMIS SKIN LAYER

UVB

(BURNING)



ABSORBED BY EPIDERMIS SKIN LAYER



HYPODERMIS SKIN LAYER

SOLÉO MARKETING ASSETS - POSTERS



Protecting you from the sun...naturally

Soléo Organics the 100% natural sunscreen





Soléo Organics natural science by
skin elements
enhancing health • wellness naturally

soléo organics
beyond sunscreen...
naturally

Protecting your family from the sun...naturally

Soléo Organics the 100% natural sunscreen



Soléo Organics natural science by
skin elements
enhancing health • wellness naturally

soléo organics
beyond sunscreen...
naturally

Protecting your family from the sun...naturally

Soléo Organics the 100% natural sunscreen



Soléo Organics natural science by
skin elements
enhancing health • wellness naturally

soléo organics
beyond sunscreen...
naturally

SOLÉO MARKETING ASSETS - CDU





SOLÉO MARKETING ASSETS – PRESS ADS



Soleo Organics

Protecting your loved ones
from the sun...naturally



We understand that your families health is your first priority because **enriching health & wellness - naturally** is ours. Soleo Organics is an Australian made, all natural, organic sunscreen ideal for all ages and all skin types. Soleo Organics has 3hour water resistance spf 30 + broad spectrum protection and is free from synthetic preservatives, chemical UV absorbers, nano particles, titanium dioxide, SLS and petroleum by-products. Soleo Organics has a Naturopathically formulated lotion which is packed with all natural ingredients, botanical extracts, natural moisturisers, antioxidants and vitamins.

Soleo Organics, a natural product by
skin elements
enriching health • wellness naturally

**soleo
organics**

soleoorganics.com.au

Soleo Organics

Protecting your loved ones
from the sun...naturally



We understand that your families health is your first priority because **enhancing health & wellness - naturally** is ours. Soleo Organics is an Australian made, all natural, organic sunscreen ideal for all ages and all skin types. Soleo Organics has 3 hour water resistance spf 30 + broad spectrum protection and is free from synthetic preservatives, chemical UV absorbers, nano particles, titanium dioxide, SLS and petroleum by-products. Soleo Organics has a Naturopathically formulated lotion which is packed with all natural ingredients, botanical extracts, natural moisturisers, antioxidants and vitamins.

Soleo Organics natural science by
skin elements
enriching health • wellness naturally

**soleo
organics**
soleoorganics.com.au

SOLÉO MARKETING ASSETS – WOBBLER & SHELF TALKER







A YEAR IN REVIEW M^CARTHUR SKINCARE



\$23
million

in sales since inception in 2010

A YEAR IN REVIEW M^CARTHUR SKINCARE WHY PAWPAW?



A YEAR IN REVIEW M^CARTHUR SKINCARE

McArthur Skincare produces the only cream on the market with the very substantial 600mg/g (60%) of natural pawpaw extract concentration. All of our products outline the concentrate of our pawpaw extract in them

PAWPAW



CHICKWEED



ALOE VERA



CHAMOMILE



ARNICA



M^CARTHUR MARKETING ASSETS -POSTERS





Pawpaw Skincare Cream at its most powerful

5 x more Pawpaw
in a cream than any other brand



**McArthur
Skincare**
Giving you more... naturally

McArthur Skincare, a quality product of Skin Elements Limited.

M^CARTHUR MARKETING ASSETS - CDU



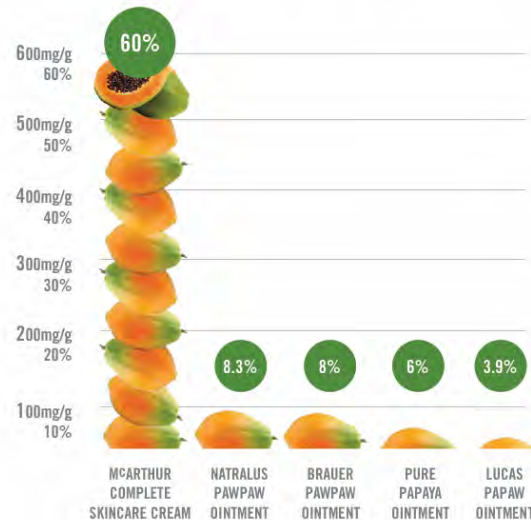


M^CARTHUR MARKETING ASSETS –TEAR OFFS



Pawpaw Skincare Cream at its most powerful

5 x more Pawpaw
in a cream than any other brand



Comparison Chart of PAWPAW Concentration



McArthur Skincare
Giving you more... naturally

(08) 9486 4792 | info@mcarthurskincare.com | mcarthurskincare.com

Psoriasis, Dermatitis & Rashes Cream

A highly active natural cream. Benefit from pawpaw (600mg/g), aloe vera (1g/g), and chickweed (200mg/g) which is traditionally used in herbal medicine for the relief of mild itchy, irritated and dry skin associated with psoriasis, dermatitis and rashes.*



Eczema Cream

With pawpaw (600mg/g), chamomile (113mg/g), and chickweed (200mg/g) traditionally used in herbal medicine, this premium cream helps to relieve mild itchy, irritated and inflamed skin associated with eczema.*



Wounds & Burns Cream

Specially formulated with pawpaw (600mg/g), aloe vera (1g/g) traditionally used in herbal medicine, this cream assists in the healing of minor wounds, burns and sunburn.*



Arthritis Cream

A cream containing pawpaw (600mg/g), aloe vera (1g/g), and arnica (50mg/g) which is traditionally used in herbal medicine to relieve mild rheumatic muscle and joint pain.*



Muscle Aches & Pain Cream

Containing pawpaw (600mg/g), aloe vera (1g/g), and arnica (50mg/g) which is traditionally used in herbal medicine, this cream provides relief for mild pain in muscles and joints.*



Complete Skincare Cream

Containing pawpaw (600mg/g), this is our original product. Helps relieve redness, itchiness and dryness of the skin. Purifies and rejuvenates the appearance of the skin. Also comes in no added fragrance version.



* Always read the label. Use only as directed. If symptoms persist see your healthcare professional.

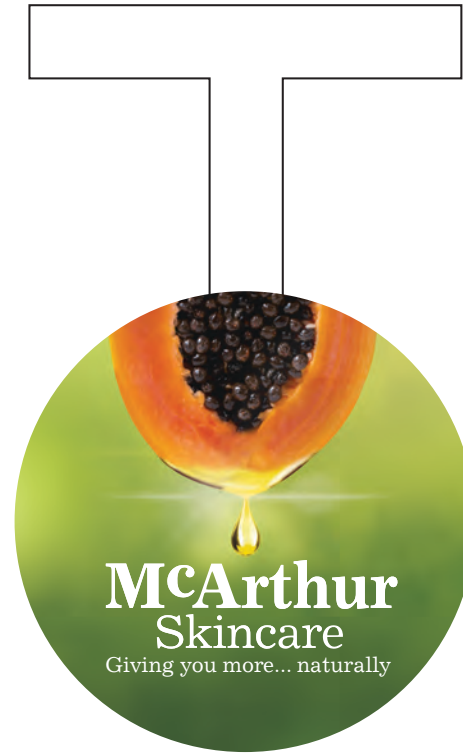


McArthur Skincare
Giving you more... naturally

(08) 9486 4792 | info@mcarthurskincare.com | mcarthurskincare.com

M^CARTHUR MARKETING ASSETS – WOBBLER & SHELF TALKER





Pawpaw Skincare Cream at its most powerful
5 x more Pawpaw in a cream than any other brand



McArthur
Skincare
Giving you more... naturally



A YEAR IN REVIEW

ELIZABETH JANE

A core focus for the Company is to continue to develop and market innovative new skincare products

Consistent with its commitment to natural and organic ingredients

Strong progress was made during the year on the development of its next product, the Elizabeth Jane Natural Cosmetics range (EJNC)



A YEAR IN REVIEW ELIZABETH JANE



10 products in the (EJNC) range

EJNC underwent a rigorous test marketing program (which is ongoing)

Adopted the same approach to its development of the EJNC product range as it did with Soléo Organics

Offer consumers a cosmetics skin care range that utilise only organic and natural ingredients as an alternative to widely-used synthetic-based skin care products.

A YEAR IN REVIEW

SOLÉO ECO



The Company also progressed plans to introduce new products to the Soléo sunscreen brand

Work was undertaken on the development of the Soléo Natural sunscreen,

a mid-price point sunscreen positioned for sales in the massive retail supermarket vertical

A key component of the Soléo product range

BOARD OF DIRECTORS



**Mr Peter
Malone**
Executive
Chairman



**Mr Luke
Martino**
Independent
Non-Executive
Director



Mr Phil Giglia
Independent
Non-Executive
Director

FINANCIAL SUMMARY

INCREASE IN **CASH ASSETS** BY

\$1.398m
(2016: \$0.009m)

INCREASE IN **TRADE RECEIVABLES** BY

\$0.047m
(2016: \$0.001m)

INCREASE IN **TRADE AND OTHER PAYABLES** BY

\$0.448m
(2016: \$0.290m)

FINANCIAL SUMMARY

INCREASE IN **OTHER RECEIVABLES** BY

\$0.117m
(2016: \$0.205m)

INCREASE IN **NON-CURRENT ASSETS** BY

\$0.838m
(2016: \$8.672m)

SKIN ELEMENTS LIMITED
ASX LISTED COMPANY
(ASX:SKN/SKNO)

ELIZABETH JANE NATURAL
COSMETICS

SKIN CARE RANGE
ANTI-AGING SKIN CARE
PRODUCT/CREAM RANGE



SOLEO ORGANICS
SUNSCREEN SKIN CARE RANGE



McArthur Skincare

PAWPAW SKIN CARE PRODUCT RANGE
(RECENT ACQUISITION)



THANK YOU