



ASX Release
December 11, 2017

23rd Atlas Pearl Auction

Atlas Pearls and Perfumes Ltd (ASX:ATP) (“Atlas” or “the Company”) is pleased to report the successful completion of its 23rd private pearl auction in Kobe, Japan on December 5 and 6.

The auction was held again at the headquarters of the Japanese Pearls Exporters Association (JPEA) and was well attended by 50 companies from Japan and Hong Kong, with 48 making bids, despite multiple trading events scheduled in December. Bidding was competitive and resulted in 80% of bids being successful with a good spread of buyers for total sales of AUD\$1.8M.

“We decided to withdraw 15 lots out of the 105 on offer as they will command a better price when sold bundled privately in the next few weeks” said Tim Jones, Atlas Distribution Manager. “Demand remains strong for Atlas Pearls and prices are stable and in line with our September and October sales in Hong Kong and Kobe” he added.

Atlas’ next pearl auction will be held in Kobe in April.

Annual General Meeting

A record number of oysters were seeded in the fiscal year ended June 30 2017, which will be due for harvest in 2018/19.

Speaking at the Company’s Annual General Meeting in Perth, Atlas Managing Director Pierre Fallourd said that the company had seeded about 15% more oysters than its best year to date due to the dedicated efforts of our farming teams.

“We are also seeing promising quality improvement in pearl skin and lustre as a result of changed farm operating methods”, said Mr. Fallourd.

“It takes 2-3 years for seeding to convert into revenue. It is a long period over which market and environment can vary greatly until harvest time comes. The challenge of pearling is not so much the quantity, but rather the quality of the pearls we produce. Skills and knowledge have made pearls more accessible than ever, but producing exceptional South Sea pearls is and will remain extremely difficult, which in turn makes it a rare and valuable commodity. There is still a long way to go before we get everything right. We run a very tight ship to navigate the hurdles of growth, but the clients are supportive and the passion is there” he added.

ABOUT ATLAS PEARLS AND PERFUMES LTD

Atlas Pearls (Atlas) is an Australian based pearling business established in 1992. Atlas has earned an enviable reputation as a world leading pearl producer of “nature’s most precious gift”, the South Sea pearl, specialising in highly sought after white and silver pearls. Atlas operates pearl farms spread across the Indonesian archipelago, including Bali, Flores, and West Papua. Atlas is a fully integrated pearling business. The Company has its own high quality grading and loose pearl distribution business, a jewellery manufacturing capability and sells direct to customers through wholesale partners and via its retail outlets.

For more information please visit: www.atlaspearlsandperfumes.com.au

For further information please contact:

Claudia Bertorello-Kell,

Communications Manager,

T: (08) 9284 4249 M: 0433 114455

E: claudia@claudiabpromotions.com