



eve investments

PRESENTATION

Singapore and Hong Kong Company Roadshow
10th – 12th April 2019



Who we are



Eve Investments is an Australian Securities Exchange listed wellness company (ASX code: EVE).



Our focus is on developing uniquely Australian products particularly in the health and wellness sector.



We have a vertically integrated business model and secure all aspects of the supply chain.



Eve currently owns over 2,000 acres of organic tea tree plantation in northern NSW, Australia.



Eve produces and sells premium organic tea tree honey and tea tree oil plus a variety of other tea tree and honey derived products.



Eve has developed a variety of new products that are poised for release over the next 18 months.



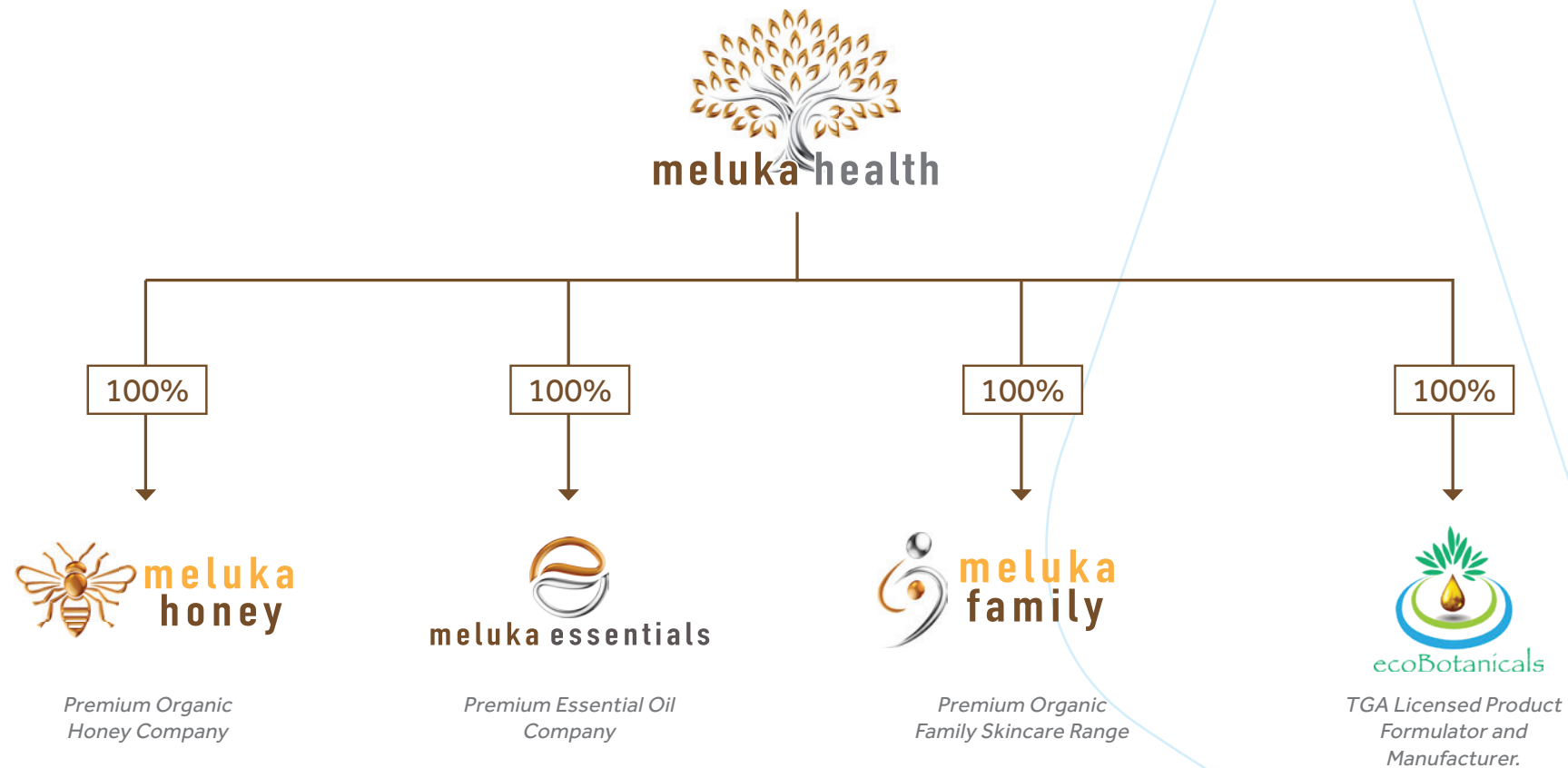


Our Company Structure





Our Company Structure *continued*





Operations Summary



Vertically
Integrated
Complementary
Businesses

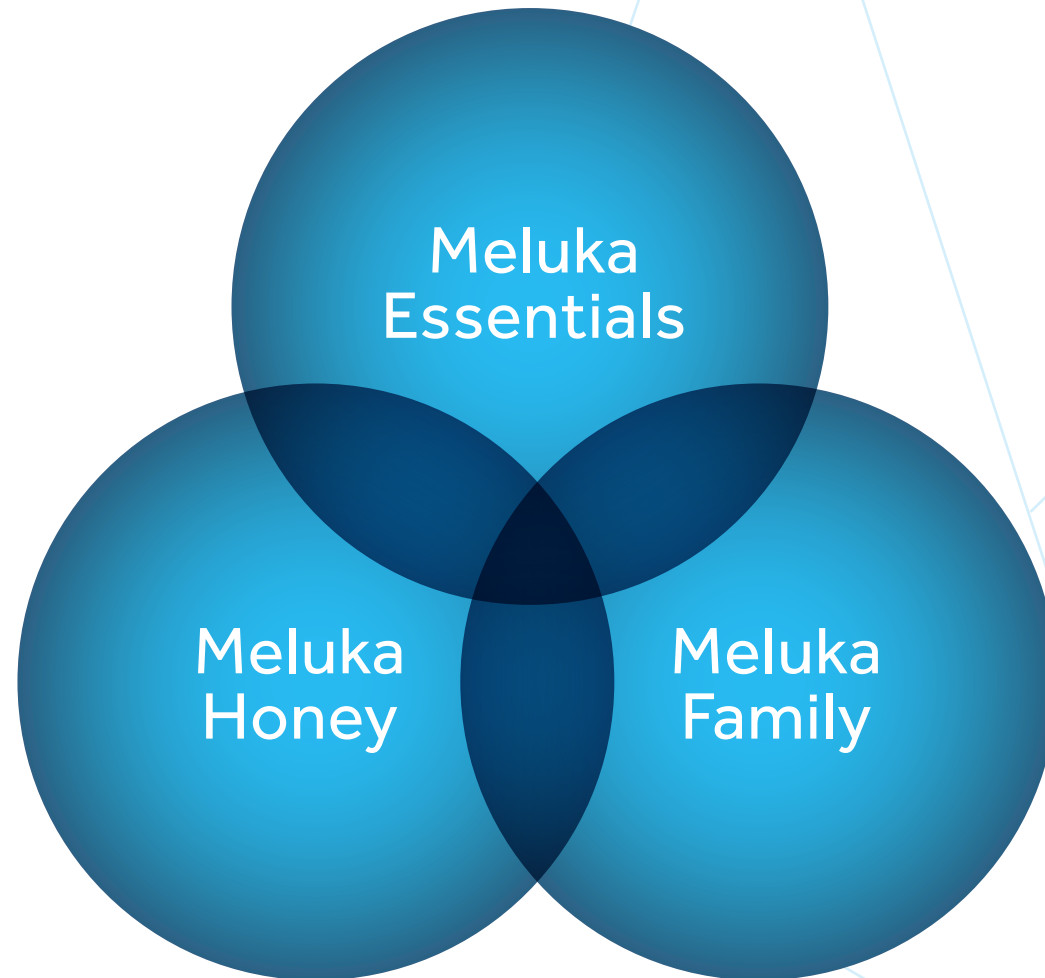
**meluka** health

Strategic Synergy

There are common customer desires across all Meluka Health businesses:





- Organic and natural
- Ethical products that are sustainable and traceable

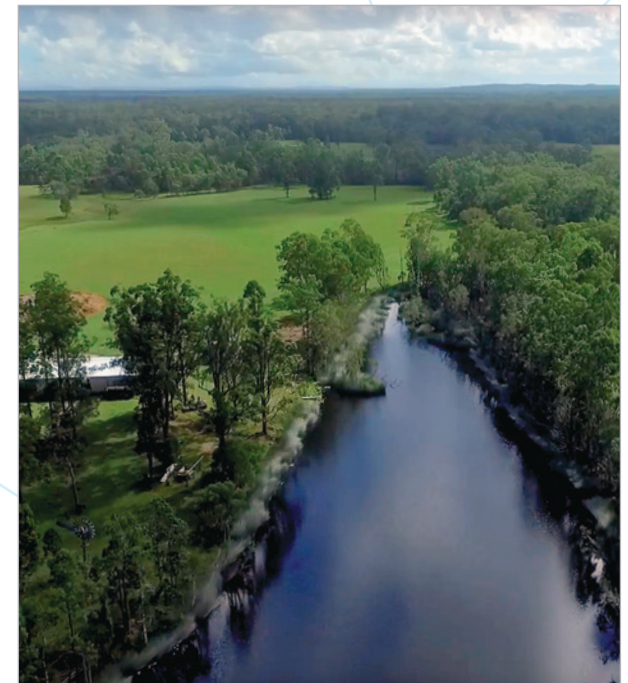
This allows us to cross-market products to customers of all the Meluka Health companies which will increase the lifetime value of our customer base.





Summary

-  The key medicinal factor in our Meluka Honey comes from the heart of our old growth organic tea tree plantation.
-  Meluka Honey is vertically integrated from the hive through to the consumer.
-  The Meluka Honey hives are located in the heart of our organic tea tree plantation. This area is the original birthplace of the unique *Melaleuca alternifolia* which thrive in their natural state and support the health of bees and the incredible honey they produce.
-  The plantation is also home to many diverse Australian botanical species but it is the *Melaleuca alternifolia* species of tea tree that has been growing in this area for over 30,000 continuous years and makes our honey truly unique. This forms the basis of our premium active tea tree honey products.





Current Update

Secured honey supply and production

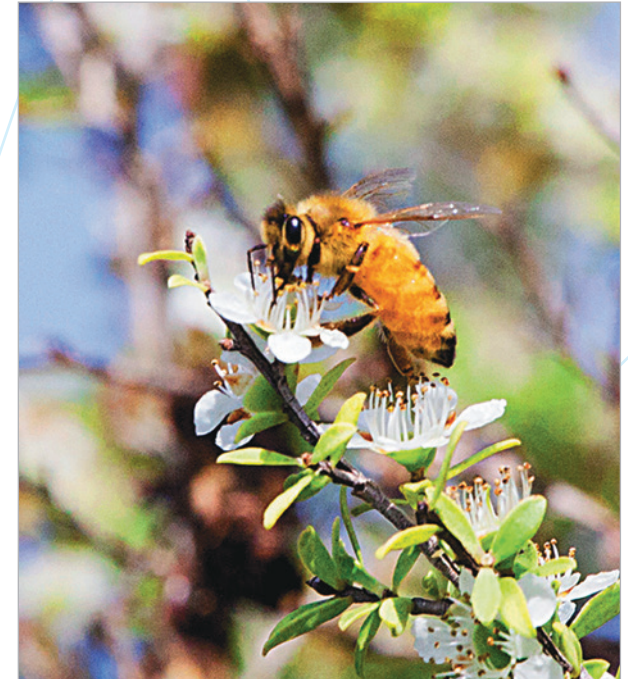
- Organic honey supply have been secured and allows for production of up to 250 tonnes.
- R&D Hives have been established on the melaleuca tea tree plantation and are producing honey for our future products and bee health.

First consumer products developed and launched to consumers in Australia (see slide 10).

- Premium organic honey range including two tea tree honeys, a hemp seed honey and a wildflower honey.

Commenced negotiations with distribution partners for Japan, China and the Middle East.

First sales into USA have commenced via Naturally Australian Products (NAP).





Current Update *continued*

Secured Medicinal Cannabis Supply

- Agreement with THC Limited to grow its medicinal cannabis on our organic plantation to produce organic medicinal cannabis.
- Under the agreement with THC, Meluka Honey will have exclusive access to the medicinal cannabis for use in the development of a cannabis honey product.
- Meluka is planning for the cannabis to be available late 2019.



Initial research by Southern Cross into bee health utilizing a patented extraction of tea tree leaf from Jendale (Old growth Tea Tree) has been completed.

- The research shows a very positive impact on the immunity of bees harvesting from the extract.
- The development of a future bee health tonic has started.








Current Product Range





Product Innovation

Fermented Honey Drinks

-  Eve has worked closely with a leading Australian probiotics company to develop a range of fermented honey drinks.
-  The drinks range has been developed to improve stomach and intestinal health.
-  Initial product range incorporates 5 different fermented honey drinks that contain probiotics and are planned to be launched in 2019.

Medicinal Honey Creams

-  Eve has developed a range of medicinal honey creams and lotions which are also planned for release in late 2019.



Natural Honey Opportunity



Worldwide purchases of imported natural honey totalled US\$2.3 billion in 2017.



Overall, the value of natural honey imports rose an average 14.4% for all importing countries since 2013.

Natural Honey Imports by Country



UNITED STATES: US\$568.8 million (24.4% of imported natural honey)



JAPAN: \$143 million (6.1%)



CHINA: \$91.2 million (3.9%)

Of our targeted prospective markets China has the highest growth rate for natural honey of **112.5%** since 2013.

Major Market Drivers



Greater awareness and education on the medicinal properties in honey and its health benefits.



A strong movement towards traceability and authenticity of honey supply.



The shift towards using natural sweeteners such as honey instead on sugar.








Fermented Drink Opportunity

Non Dairy Non Alcoholic Fermented Beverages

As per a report by Transparency Market Research (TMR), the global fermented non-dairy non-alcoholic beverages market is expected to be worth US\$1,655.1 million by the end of 2017.

Expanding at 5.2% CAGR between 2017 and 2025, the global fermented non-dairy non-alcoholic beverages market is expected to be valued at US\$2,483.8 million by 2025-end.

Major Market Drivers

-  Rising awareness of gut health on overall wellbeing
-  Trend towards low sugar, low alcohol beverages
-  Natural alternative to artificially carbonated drinks
-  Ability to incorporate beneficial probiotic bacteria into drinks
-  Perception of being a healthier alternative to traditional drinks



Medicinal Creams Opportunity

The global herbal medicine market over the forecast period is expected to reach \$ 111 billion by the end of 2023. This market is projected to grow at a CAGR of ~ 7.2 % during 2017-2023.

Major Market Drivers





Some of the major drivers for the global herbal medicine market are:

- 🏔 Rising elderly population.
- 🏔 Growing consumer awareness regarding the use of herbal medicines.
- 🏔 Slight or no side effects.
- 🏔 The release of Current Good Manufacturing Practices (CGMP) for dietary supplements by the FDA.
- 🏔 Escalating prices for pharmaceutical drugs, constricted health budgets for the modern medicinal system has helped to drive the consumers towards the more economical and safer herbal medicine. Therefore, this has upsurged the growth of the market.



meluka essentials

Summary









-  A variety of Australian native oils currently sold in bulk form via Naturally Australian Products.
-  Meluka Essentials is a newly formed Australian Essential oils and extracts company.
-  A consumer range of products is currently under development and will include the following products at its launch:
 - Organic Tea Tree Oil
 - Organic Kunzea Oil
 - Organic Rosalina Oil
 - Lemon Myrtle Oil
 - Sandlewood Oil
 - Eucalyptus Oil
 - Organic Tea Tree Hydrosol
 - Organic Tea Tree Extract
-  Initial Range product launch expected to be in 2019/20.





meluka essentials

Next Steps

-  Finalise branding and packaging requirements.
-  Develop stand alone ecommerce platform and website.
-  First manufacture of initial product range.
-  Meluka Essentials launch.
-  Commence direct marketing in Australia.
-  Commence direct marketing in the US.
-  Secure distribution in Australia.
-  Commence offshore distribution via NAP and other established distribution relationships.



Essential Oils Opportunity

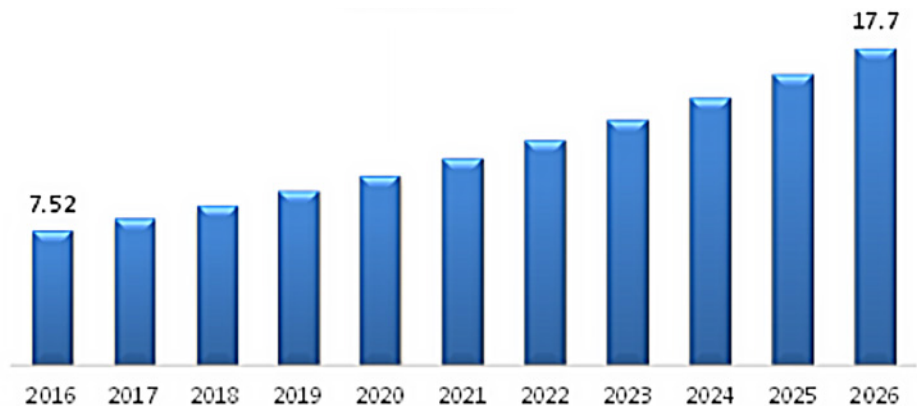
Market Analysis

The Global Essential Oils Market is expected to reach USD 14.28 billion by 2025, from USD 7.44 billion in 2017, growing at a CAGR of 8.5% during the forecast period of 2018 to 2025.

Major Market Drivers & Market Restraint: Global Essential Oils Market

- 🔹 Rise in the aromatherapy sector
- 🔹 Growth in demand of fragrances, flavors and personal care products
- 🔹 Lower side effects of essential oils
- 🔹 High industrialization in emerging markets
- 🔹 Exhaustion of natural resources
- 🔹 Changing climatic conditions
- 🔹 Limited availability of raw material

**Essential Oils Market Size Through 2017 to 2026
(in Billions)**



Source: - Maximize Market Research



Summary

- 🌱 Omni Innovation is a Melbourne based Medical nutrition technology company that has developed a patented pre-meal drink for people with Type 2 Diabetes and pre-diabetes.
- 🌱 This technology has been Licensed by ASX listed company Eagle Health (ASX code: EHH) for manufacture and distribution in the worlds largest market for Type 2 diabetes - China.
- 🌱 Eagle Health have already paid A\$1m for the rights for China and will pay another A\$500k upon CFDA registration.
- 🌱 The royalty agreement is based on sales volume and includes annual minimum royalty payments with step-ups required each year to maintain exclusivity.
- 🌱 By 2020 Eagle plans to establish 500 educational and experience retail stores across China that will sell this pre-meal drink. It will also utilise its existing 276 traditional distributors across China.





Board of Directors and Management



GEORGE CAMERON-DOW
Non-Executive Chairman

George has extensive board experience spanning a range of industries, including the pharmaceutical and health care sectors.



BILL FRY
Executive Director

Bill has over 20 years corporate experience specialising in investment management, finance, project evaluation, development and management.



ALASDAIR COOKE
Non-Executive Director

Alasdair has more than 20 years experience, in board and senior executive positions, managing multiple publicly listed and private enterprises as well as founding a private company specialising in project generation and incubation.



MICHAEL PIXLEY
Non-Executive Director
(TRT Rep)

Mr Pixley had worked as a merchant banker specialising in strategic corporate development, joint ventures and acquisitions.



BEN ROHR
Investment Director

Ben has a strong technology background, particularly in the US where he co-founded a start-up in the gaming industry as well as reviewing and implementing IT data capture and reporting systems for private enterprises.



STEVEN JACKSON
Company Secretary

Steven has worked across a range of industries dealing with acquisitions, investment analysis and financing.



ROBYN INGERSOLE
CEO of Naturally Australian Products (NAP)

Robyn has over 25 years of experience within the natural ingredient industry, with a focus on essential oils, hydrosols and natural extracts. Robyn's extensive background in farming, marketing and distribution has seen her hold senior management positions within the industry in Australia and internationally.



MELODY GANDY
Marketing and Administration

Melody has more than 15 years' experience working on various private and public sector projects in Perth, Sydney, Melbourne and London. Melody is responsible for coordinating internal and external stakeholders to ensure project milestones are met.



BECK HOWE
Sales and Marketing

Beck has a design and marketing background with extensive sales experience across both retail and wholesale platforms in the health and wellness industry. Beck's industry knowledge and network allows her to stay up to date with market trends and developments.



ELIZABETH CAIULO
Administration

Elizabeth has over 15 years of experience in secretarial support roles. She is responsible for managing administrative duties for the team, as well as managing social media platforms and providing marketing assistance.



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Summary

- 🏔 The health food and wellness sector is growing rapidly particularly within the Asian and US markets.
- 🏔 Eve is well exposed to the sector via its investments and anticipated growth of the Meluka Brand.
- 🏔 By controlling all aspects of the supply chain, Eve's investments are able to adapt and tailor products to meet this demand.
- 🏔 Revenue generation escalating as business units ramp up production.