

Annual General Meeting



THE **FOOD**
REVOLUTION
GROUP



November
2019

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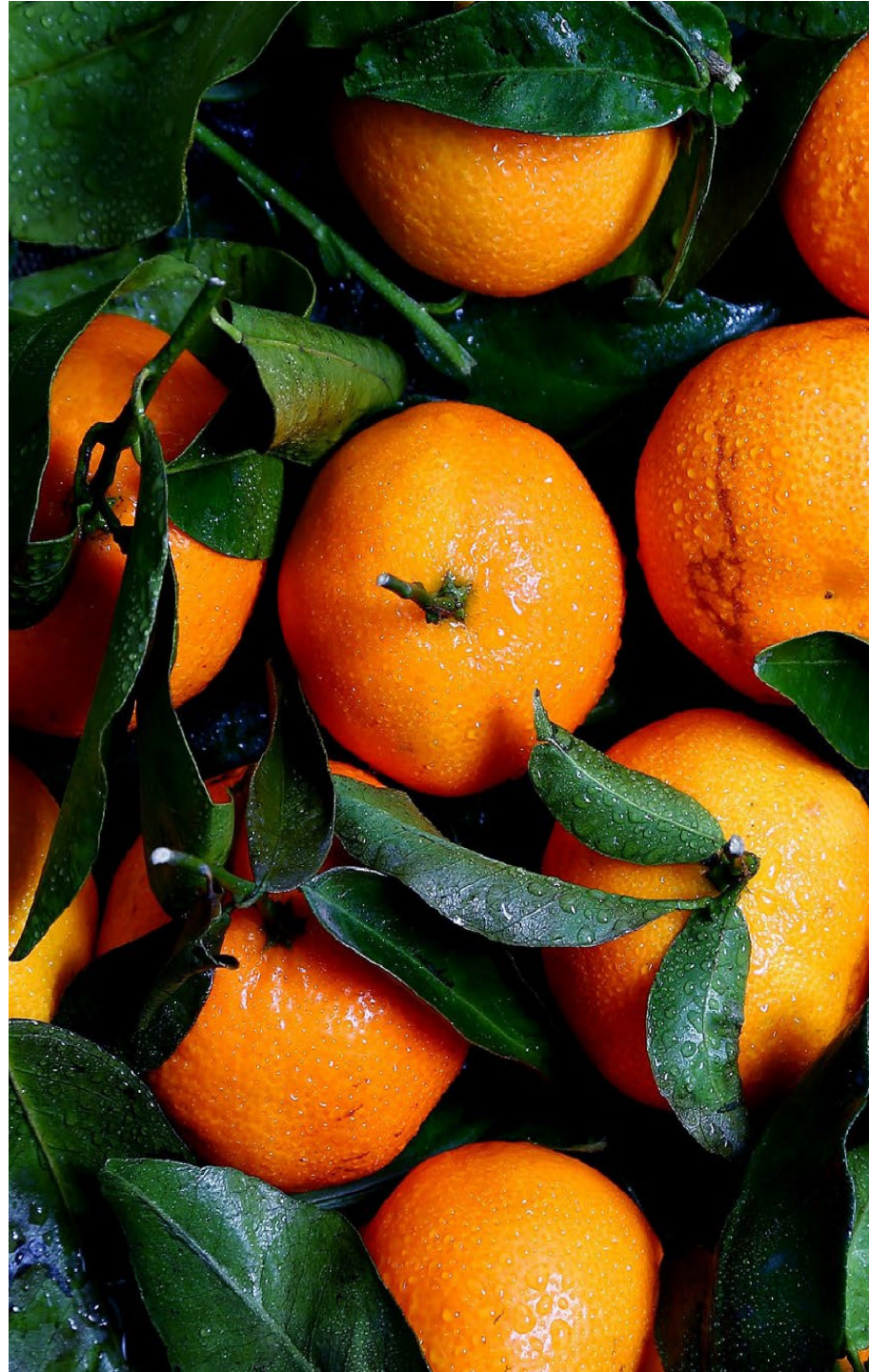
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Agenda

01 FY19 Review & Update

02 Original Juice Company Acquisition & Strategy

03 FOD China Opportunity

04 Outlook

Presenting:

John Florey

Managing Director & CEO

FY19: Positioning and planning for growth

01

FY19 has been a year of stabilising and preparing for accelerated growth in FY20 and beyond

02

Construction of FOD's 1260sqm state-of-the-art clean room is nearing completion and will provide the platform to significantly increase revenue

03

Acquired iconic Australian brand the Original Juice Co Black Label brand and brand assets

04

Continued to develop commercial relationships with major domestic and international distributors

05

Key management appointments including Norman Li as Chairman and John Florey as CEO/MD



New products launched through trial stores



Bush Tucker
300 ml & 1L



The Bucha Shop
New Flavours



Juice Lab Pea Protein Smoothies
Innovation

Juice Lab Bush Tucker

Following successful trials of both 300ml and 1L sizes, the Juice Lab Bush Tucker product line has been accepted by Coles for distribution through their channels – commencing February 2020



Juice Lab to launch new Fruit & Vegetable Juice range

The Company identified a significant gap in the market and have developed 3 new SKUs as part of the Juice Lab product range

One product was launched during November 2019, with the remaining two set for launch and distribution in February 2020



Coles Brand Tender

FOD has recently won the tender for Coles Brand Iced Tea and Seasonal Juices

The Food Revolution Group is working towards developing a long-lasting relationship with all domestic retailers

FOD intends to launch a Premium Fermented Beverage Range as part of integrating with Coles Brand products

The company will update the market on any developments regarding Coles and this product line in due course





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Original Juice Co. Brand Identity



Trusted



Value



100% Fresh Fruit



Australian Heritage



Quality



Aging Customer



The bottle shape and black label are key points of differentiation for the Original Juice Co. Brand

The key assets and branding will be used across all product varieties of the OJC brand

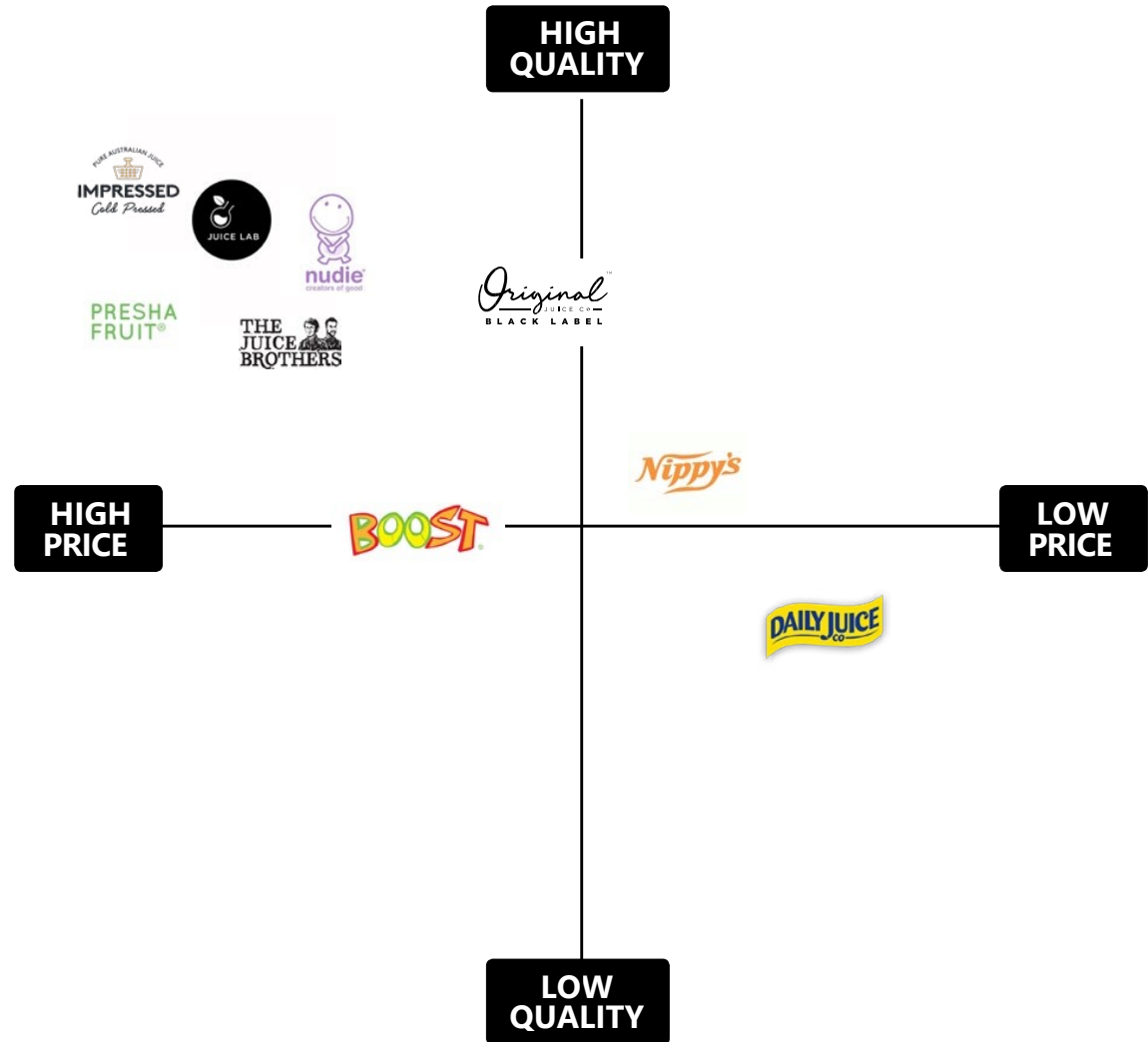
A shift to a younger target market will be driven through the launch of the Pressed and Australian Native options

Take Home Juice Perceptual Map

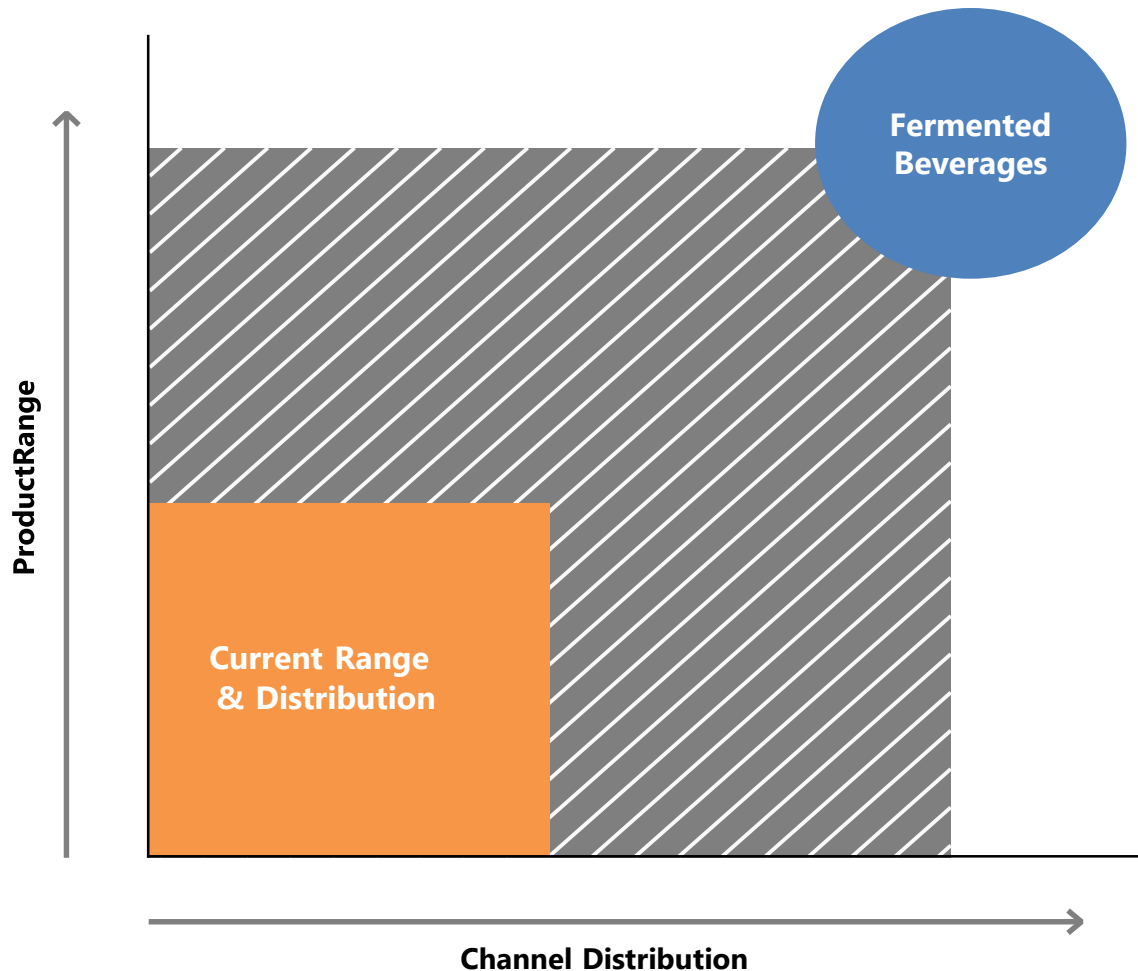
Original Juice Co. is primarily a value brand with good quality base juice

Quality cannot be sacrificed as the OJC brand has a loyal following

The primary opportunity is to further develop product range and push into new markets



Original Juice Co. Growth Map



Initial Key Strategies for growth

Expand Product Range 01

- Flavours -
- Format -
- Sub Range -

Expand into new channels 02

- Route -
- Petrol & Convenience -
- Export -

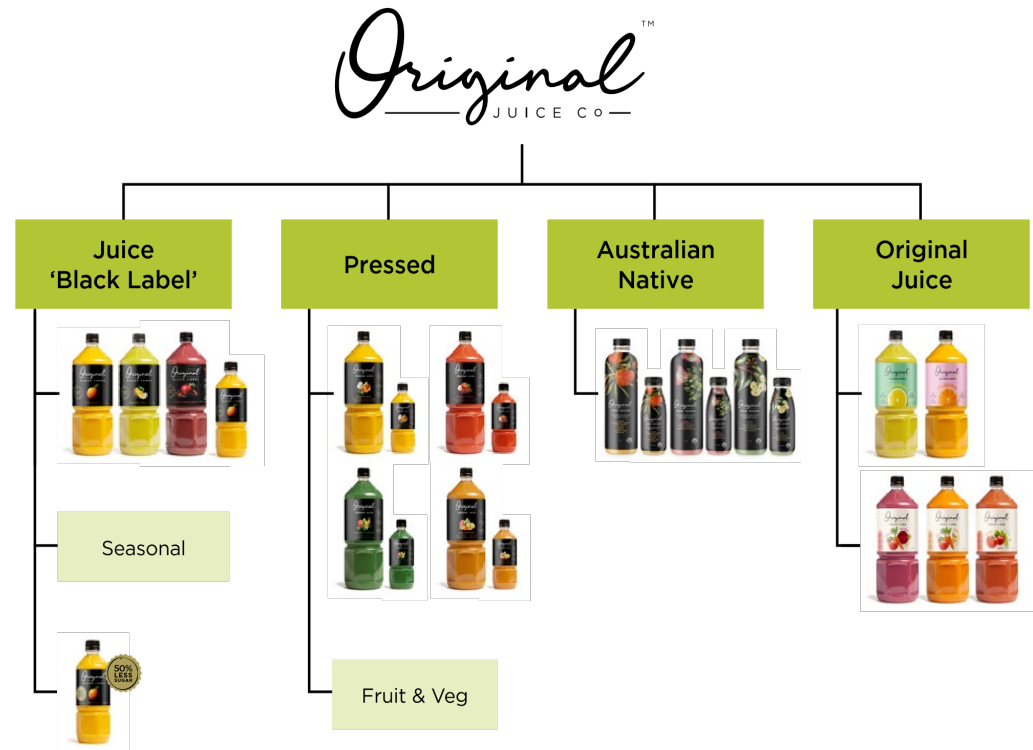
Product Differentiation 03

Fermented Beverages – this will only be considered as a strategic option if retailer alignment is gained.

Original Juice Co. Segmentation

Action Points

- The existing range is to be expanded under a refreshed Black Label brand positioning. This range to include Fresh Juice (100%).
- Juice lab is to be collapsed into the OJC brand – and now becomes a sub segment – **Pressed**
- Bush Tucker to be collapsed into the OJC brand – and now becomes a new sub segment – **Australian Natives (Bush Tucker)**
- The Original Juice Co. new lines include:
 - Fruit and vegetable juices
 - Low Sugar orange juice
 - Quenchers
- The focus is to use the loyalty, heritage and trust in OJC and build out range extension options in both Take Home and Convenience packs.
- Commitment to remaining a value brand, with quality ingredients.



Original Juice Co. Product Range Summary

Original Juice Co.

1.5L Mandarin
Quencher

1.5L Lemonade
Quencher

1.5L Apple, Carrot &
Beetroot

1.5L Apple, Carrot &
Ginger

Black Label

1.5L OJ Pulp

1.5L OJ Pulp Free

1.5L Apple &
Forest Fruit

1.5L Grapefruit

600ml OJ

600ml OJ
(50% Less Sugar)

Pressed

350ml/1L Gimme
Green

350ml/1L
Love Potion

350ml/1L
Rise & Shine

Bush Tucker

300ml/1L
Davison Plum

300ml/1L
River Mint

300ml/1L
Bush Honey

300ml/1L
Mountain
Pepper Berry

Original Juice Co. Pressed Range

Juice Lab to become a sub-segment of Original Juice Co



350ml Original Juice Co. Pressed Range

Original Juice Co. Bush Tucker Range

Bush Tucker to become a sub-segment of Original Juice Co



Original Juice Co. New Product Development

Quenchers



50% Less Sugar OJ



Fruit + Veg





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Market Overview & Strategy

KEY MARKET OBSERVATIONS

- Functional food & beverage market is growing rapidly.
- Sugar is not wanted.
- Convenience & RTD.

Key Points of Difference

- Natural ingredients – *Health*
- *Added Functionality.*
- Country of Origin – *Trust & Quality Assurance.*

OUR MARKETING & BRANDING

- Closely following consumer trends, Global and Domestic.
- Innovative packaging and branding.
- Leading the way in large categories that have had little innovation (juice, supplements, skin care).

STRATEGIES TO DELIVER VALUE

- Focus on functional beverage & food supplements.
 - Beverages, Sachets, Supplements
- Consolidate domestic market.
- Enter the Chinese market using distribution partners.
- ICC Relationship



Extensive Channels in China

CARELINE NETWORK

Utilise Careline's daigou distribution networks to grow sales. Careline will be an active distribution channel for new products from FOD's plant upgrade.

DISTRUBITION AGREEMENTS

Following completion of the Mill Park facility upgrade, the Company will be in a strong position to commercialise Canola Oil with Sinopec. Currently in discussion with Tong Li Supermarkets.

ECOMMERCE

FOD plans to establish JD and T-mall ecommerce shops

POTENTIAL VERTICALS

Develop distribution partnerships :

- Chinese hotels through JJ Global
- Chinese Supermarkets
- Partnerships through Norman Li
- Partnerships through China International Import Expo
- Relationship with ICC



Strategy on Product Range

FOCUS ON PRODUCTS FOR CHINA MARKET

- Serve size
- Volume
- Flavours
- Recipe

COMMERCIALISE NEW PRODUCTS

- Original Juice Co Pressed and Australian Native
- Powder sachet and functional gels
- Canola oil
- Orange fibre powder

FOOD SUPPLEMENTS IN SACHETS

- Skin care
- Gut health
- Women's health
- Men health
- Kids range
- Sleep
- Probiotic
- Protein
- Energy

VALUE ADD IN PACKAGING

- Premium packaging
- Functional call outs



China International Import Expo

FOD and Careline Australia exhibited at the China International Import Expo (CIIE) earlier in the month, CIIE is China's premier expo conference.

FOD secured business meetings with 30 premier buyers at the event and gave an update to Sinopec on the imminent commencement of canola oil production.

The Company showcased its existing product range and launched its Original Black Label juices in China at the expo.

We will continue to follow up potential distribution partners and commercial deals from buyer meetings and update the market when these become material.





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Outlook



Mill Park upgrade
nearing completion



New product launches
in early 2020



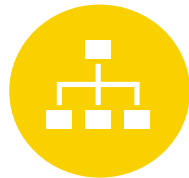
Grow Original Juice Co.
brand throughout China
following CIIE launch



Build our domestic
relationships for branded
and private label products



Significant interest
expected from China



Continue to follow up
leads from CIIE,
including Sinopec

1260sqm Mill Park Clean Room





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