

17 January 2020

## Investor Presentation

EVE Investments (ASX:EVE), an ASX listed health, nutrition and wellness company is pleased to provide shareholders with a copy of the Company's latest investor presentation.

*Authorised for release by Bill Fry, Managing Director*

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**About EVE Investments**

EVE Investments is a leading, vertically integrated producer of branded health, nutrition and wellness products. The Company has global reach and application to fast-growing markets across Australia and New Zealand, Asia Pacific and North America. Our mission is to help provide access to the world's best natural organic products that have demonstrated medicinal benefits and can help enrich the lives of everyday people.

Please visit [www.eveinvestments.com.au](http://www.eveinvestments.com.au) and follow us on Twitter [@EVEInvestments](https://twitter.com/EVEInvestments)



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JANUARY 2020



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# Investment Highlights

- Vertically Integrated Health, Nutrition and Wellness Company
- Uniquely Australian, Premium Quality Branded Products
- Large and Growing Global Target Markets, namely China and the USA
- Established Distribution Channels
- Scalable Business Model
- Experienced Management Team
- Strong Balance Sheet





# Market Insights



Growing consumer awareness and demand for health, nutrition and wellness products



Focus on organic, naturally sourced products with traceability



Dramatic increase in disposable incomes in Asian middle classes



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## **MISSION**

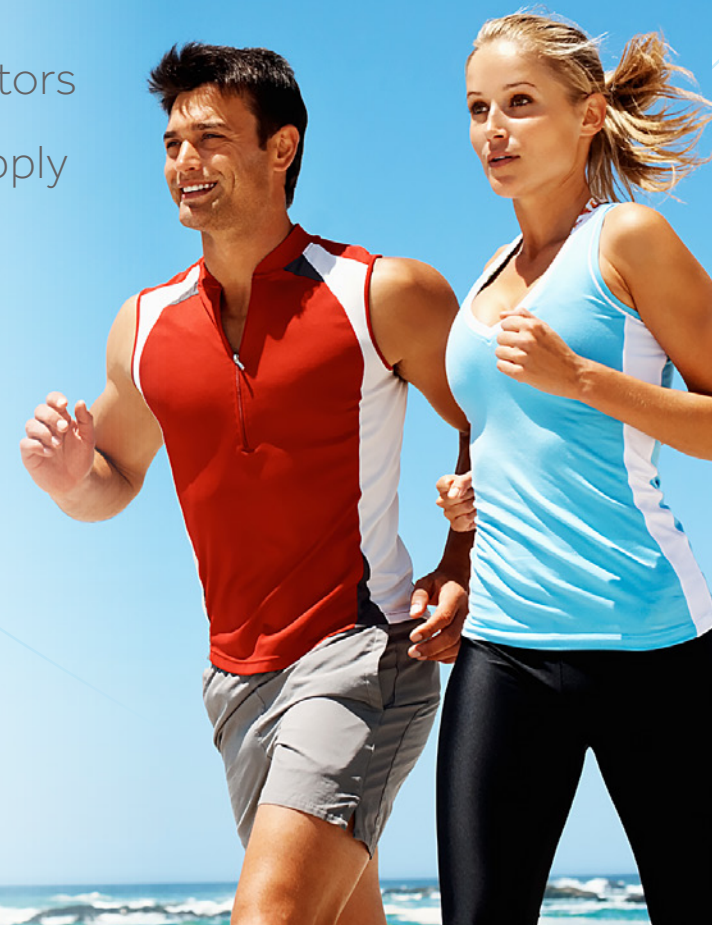
To be a leading vertically integrated producer of  
branded health, nutrition and wellness products  
supplying targeted global markets





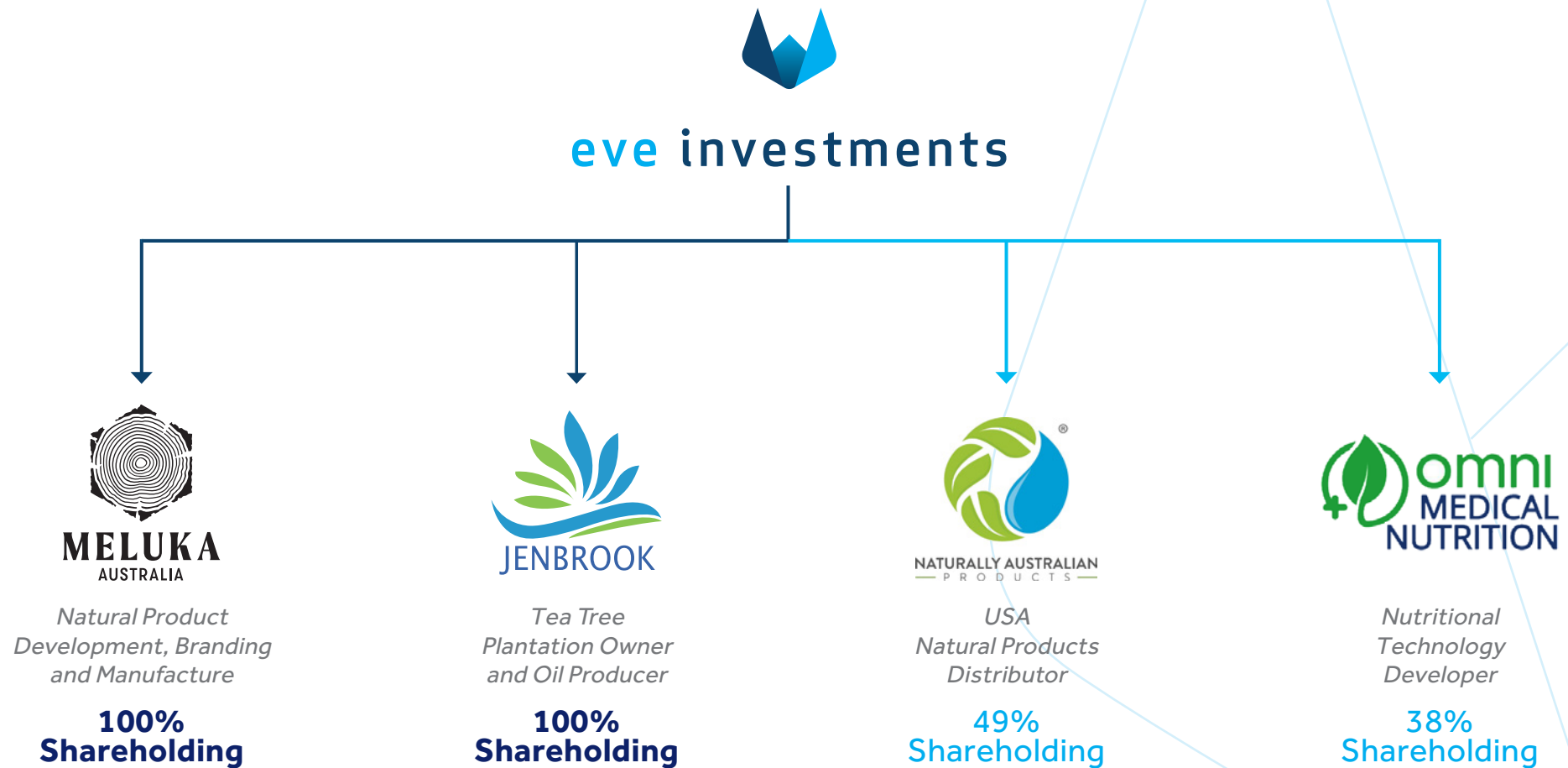
# Company Overview

-  EVE Investments is an Australian Securities Exchange listed health, nutrition and wellness company (ASX code: EVE)
-  Our focus is on developing uniquely Australian, premium branded products in the health, nutrition and wellness sectors
-  A vertically integrated business model with capacity to supply global markets through established distribution channels
-  The Company currently owns over 2,000 acres of organic tea tree plantation in northern NSW, Australia
-  EVE produces and sells premium organic honey, tea tree oil and tea tree derived products to both domestic and international markets, namely China and the USA
-  EVE has developed a variety new products poised for release over the next 18 months





# Company Structure







# Operational Strategy

## Integrated Complementary Businesses





# Production and R&D



EVE Investments owns and operates one of the largest organic tea tree farms in Australia and the world



TGA approved Research & Development facility, dedicated to developing innovative products for the evolving markets







# Brand & Products



## Honey

*Premium Organic  
Honey Products*



## Bio-Fermented Probiotic Drinks

*Premium  
Bio-fermented  
Probiotic  
Concentrates*



## Essential Oils

*Premium Essential  
Oils*





# Product Expansion

## Honey Range

- Planned expansion to include probiotic infused honey as well as indigenous plant extracts such as Kakadu Plum and Wattleseed



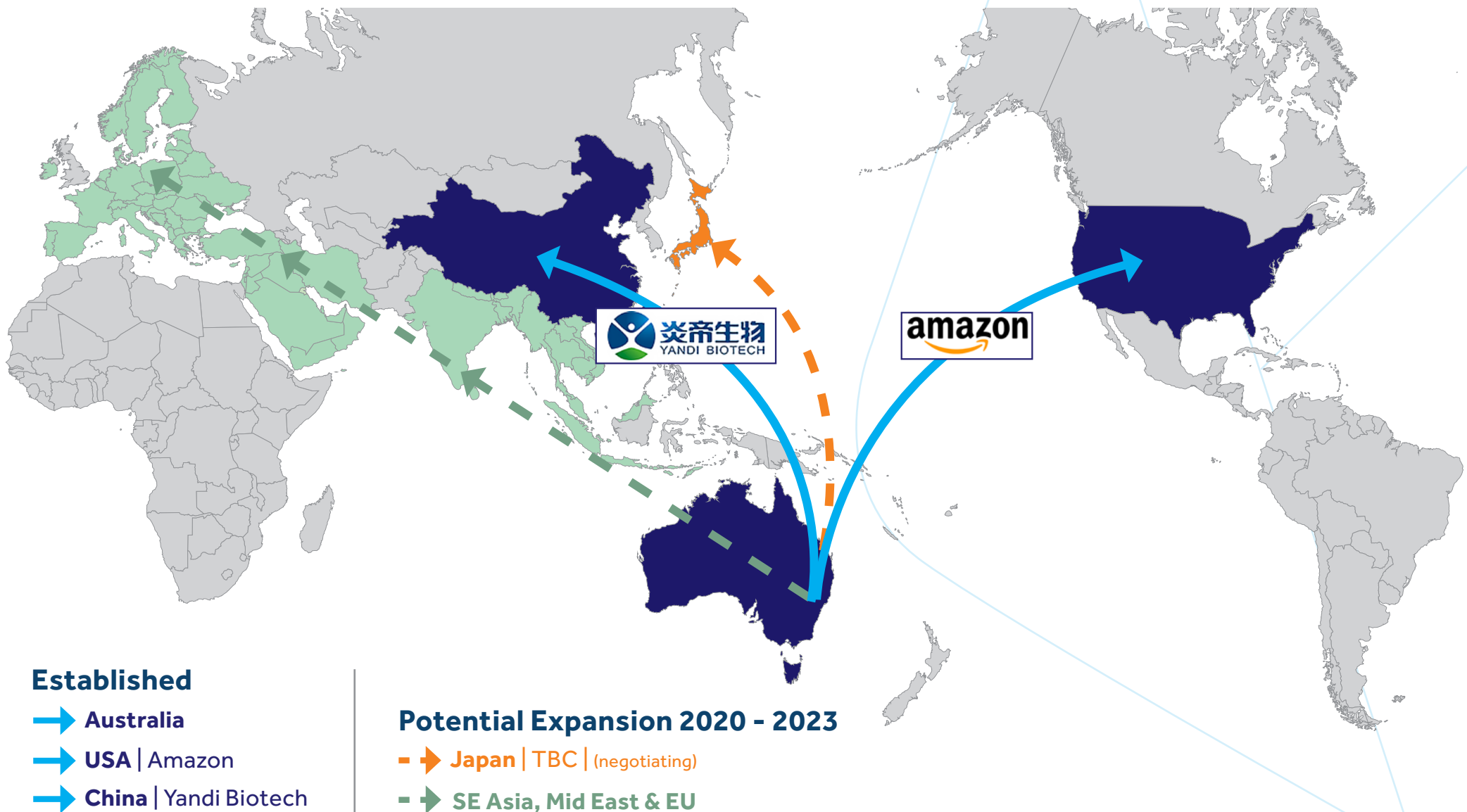
## Essential Oils Range

- Organic tea tree oil
- Wildcrafted organic tea tree oil
- Organic tea tree extract
- Organic tea tree hydrosol





# Distribution and Sales



# Global Market Opportunity

## Natural Honey



**TAM: US \$2.2 billion in 2018<sup>†</sup>**

Total worldwide purchases of imported natural honey

- United States: US\$504.2 million
- Japan: US\$145.4 million
- China: US\$70.1 million

## Essential Oils



**TAM: US \$7.03 billion in 2018<sup>\*</sup>**

Global essential oils market size

- United States: US\$1.79 billion

## Bio-Fermented Drinks



**TAM: US \$1.9 billion in 2019<sup>#</sup>**

Global estimated revenue generated by the fermented, non-dairy and non-alcoholic beverages market

<sup>†</sup> Source: <http://www.worldstopexports.com/natural-honey-imports-by-country/>

<sup>\*</sup> Source: <https://www.fortunebusinessinsights.com/industry-reports/essential-oils-market-101063>

<sup>#</sup> Source: <https://www.transparencymarketresearch.com/fermented-non-dairy-non-alcoholic-beverages-market.html>





# Major Market Drivers

## Natural Honey

- 🏔 Limited availability of certified organic honey, particularly in the US market
- 🏔 Greater awareness and education of the medicinal properties of 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 of sugar

## Essential Oils

- 🏔 Growing rise in the aromatherapy sector
- 🏔 Growth in demand of natural fragrances in personal care products
- 🏔 Lower side effects from use of essential oils
- 🏔 High industrialisation in emerging markets
- 🏔 Exhaustion of natural resources
- 🏔 Changing climatic conditions
- 🏔 Limited availability of raw material

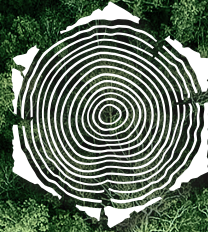
## Fermented Drinks

- 🏔 Rising awareness of gut health for overall wellbeing
- 🏔 Trend towards low sugar and 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





# Meluka Australia



**MELUKA**  
AUSTRALIA

**Meluka was founded on the vision of creating healing tea tree and honey based products.**

We pledge our commitment to protecting the unique ecosystem and ancient mother trees in the Bungawalbin Valley through sustainable practices and an interaction with the land in an unspoiled way that encourages the forest to remain as nature intended.






# Meluka Australia

## Powerful Trees



**Today, tea tree is cherished for its antibacterial, antimicrobial and antiseptic properties**

Tea tree has an abundance of uses in health products:

-  wound healing
-  skin infections
-  dandruff
-  oral health
-  as an inhalant tea
-  air purification
-  household cleaning
-  and much more

## Healthy Bees



**Bee health and sustainability is at the forefront of our honey operations**

While the bees are busy at work harvesting nectar from the Bungawalbin's organic and diverse bio network of flora, we pledge our commitment to creating Australia's healthiest certified organic honey, protecting our unique ecosystem while upholding sustainable beekeeping practices.



**MELUKA**  
AUSTRALIA



# Scalability

- Additional capacity to supply significant volumes of organic honey each year through existing agreements
- Additional organic tea tree oil can be readily sourced via harvest agreements with nearby farms above Jenbrook's current capacity
- Organic tea tree extract production capability is currently greater than the anticipated demand over the next 5 years
- Tea tree oil, honey and the tea tree extract are targeted as our core unique ingredients for future product production. All other ingredients in our products are easily sourced and readily available



MELUKA  
AUSTRALIA





# Product Innovation

## Bio-Fermented Honey Drinks with Probiotics

- 🦋 EVE has worked closely with a leading Australian probiotics company to develop a range of bio-fermented honey drinks
- 🦋 The drinks range has been developed to improve stomach and intestinal health
- 🦋 Initial product range incorporates four different bio-fermented honey drinks that contain probiotics and are planned to be launched in 2020



## Medicinal Honey Creams

- 🦋 EVE has developed a range of medicinal honey creams and lotions which are also planned for release in 2020

## Cannabis (CBD) Infused Medicinal Honey

- 🦋 Exclusive agreement with ASX listed THC Ltd to grow medicinal cannabis on our tea tree plantation in northern NSW
- 🦋 Once THC Ltd have secured the growing license (submitted mid 2019) work will commence to produce a cannabis honey





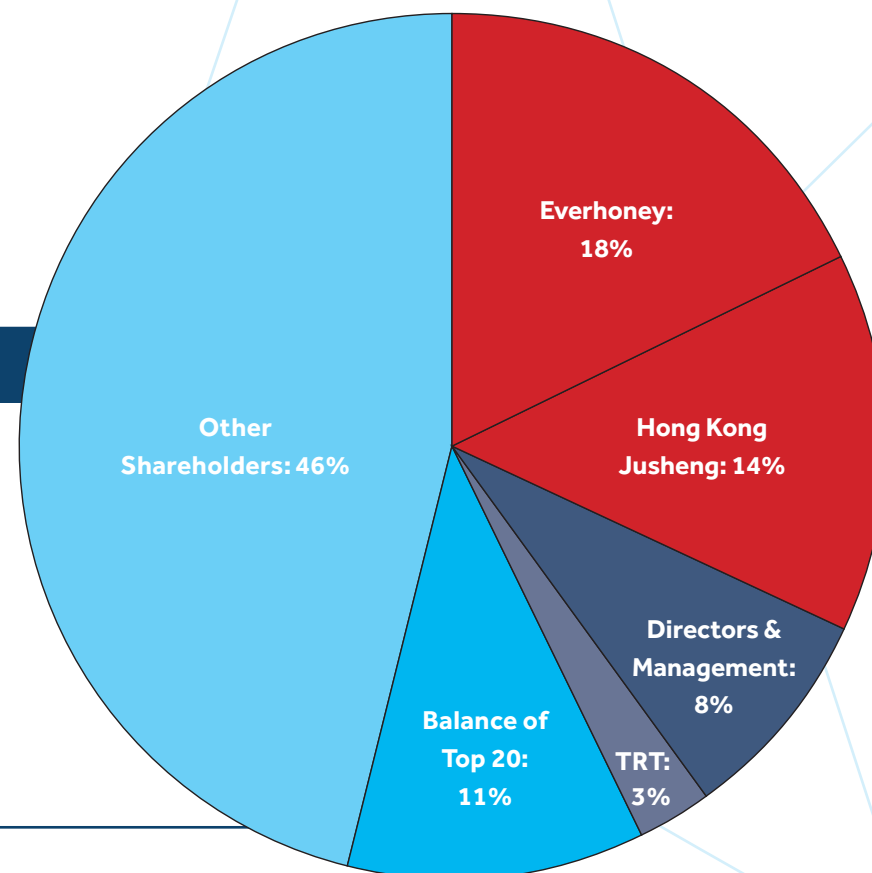
# Corporate Overview

## Capital Structure

Ordinary Shares:	3,723,725,221
Options/Rights:	237,783,332
Market Cap:	AUD \$26m
Cash:	AUD \$8m
EV:	AUD \$18.7m

## Key Shareholders

Everhoney	18%
Hong Kong Jusheng	14%
Directors & Management	8%
TRT	3%
Balance of Top 20	11%
Other Shareholders	46%







# Board of Directors



**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**  
Managing Director & CEO

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 Appointee

Michael has worked as a merchant banker specialising in strategic corporate development, joint ventures and acquisitions.



**CARLOS JIN**  
Non-Executive Director,  
Everhoney Appointee

Mr Jin is a director of Everhoney and has nearly 30 years of working experience in foreign companies as well as Chinese state-owned enterprises, specifically in the functions of human resources management and investment management and holds a master's degree in business administration.



# Executive and Management



**BEN ROHR**  
COO

Ben has a strong background in leading a building businesses in multiple countries. He has extensive experience across retail Food & Beverage and Technology sectors in the US and Australia.



**STEVEN JACKSON**  
Company Secretary & CFO

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.



**ELIZABETH CAIULO**  
Project Co-ordinator

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.



**BECK HOWE**  
Business Development

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.



**JESSE REDHEAD**  
Farm Manager

A locally based farm, logistics and mechanical professional with experience in farm to manufacturing operations.

# Investment Summary

- Vertically integrated ASX listed health, nutrition and wellness company
- Provides uniquely Australian, premium quality branded products to large and growing global target markets namely China and the USA
- Scalable business model with established distribution channels
- Highly experienced management team
- Supportive, strategic shareholder base

