

Investor Presentation



THE **FOOD**
REVOLUTION
GROUP



March
2020



THE **FOOD** REVOLUTION GROUP

Servicing the
functional food
movement

Fast-tracked
product roll-out

Offer 'Australian
grown' to new
markets

Expanding
into China

Security of
Supply

Brand Portfolio
Synergy

We're all about creating a global food revolution



Agenda

01 **Latest Developments**

02 Original Juice Co.
Positioning &
Strategy

03 Distribution &
Supply

04 Things to Come In
2020 & Beyond

05 Corporate
Overview

Latest Developments

Setting the foundations for a strong Chinese & domestic growth platform

New state-of-the-art
1260sqm clean room is
complete



Equipment ordered to
produce and bottle oils,
gels, powders and
cosmetics for China



First order for \$2m of
Sanicare-branded hand
sanitiser received from
Careline Australia



Original Juice Company
commencing launch of 19
new lines into the market
from February 2020

Original
JUICE CO.

Strengthened
relationships with key
customers and suppliers
both domestically and
globally



Operational Review



1H FY20 net revenues increased by 19.3% to \$17.96m



Balance sheet total assets increased by \$11.8m to \$46.6m



Admin expenses down by \$587k



EBITDA positive \$200,505



Employment costs at 12.5% of sales (14.5% in 1H FY19)



Operating Costs down 25%

Mill Park Clean Room Complete

Construction of FOD's 1260sqm state-of-the-art clean room is now complete.

New manufacturing equipment has been ordered to increase product offering.

Delivery and installation expected in H2 FY20.



Oils, gels, powders and cosmetics will be produced to meet substantial demand from China.

Sanicare-branded hand sanitiser is currently being manufactured and sold to Careline.

Upgraded Mill Park Capabilities

New capabilities can fill excess capacity

- Juice Extraction & beverage packaging
- Cold storage and distribution
- Technology & micro-dosing
- Bottling (50m litres p.a)
- Functional gels, sachet, oil pressing
- Quality assurance and compliance

Bottling Capabilities

Line	PET Bottles
2	2L to 4L
3	200ml, 300ml, 350ml, 400ml, 600ml, 900ml, 1L
5	575ml , 600ml, 1L, 1.5L
10	400ml Carbonated

Product Capabilities

Fruit Juices

Sports Drinks

Functional Drinks

Hydration Drinks

Cold Pressed

Kombucha

Functional Gels

Functional Sachets

Pressed Oil

NEW

Coronavirus Driving Hand Sanitiser Demand



Coronavirus outbreak has created a significant shortage of hand sanitiser in the Asia-Pacific Region



FOD's newly installed bottling line at Mill Park has capacity to produce Sanicare-branded hand sanitiser



First order for more than \$2 million received through distribution partner Careline Australia



FOD has ordered the bottles required and expects to fill the order in the coming weeks



Further material orders are expected as the Coronavirus continues to spread rapidly across Asia



As the hand sanitiser demand stabilizes, the multi-purpose bottling line will be used to bottle Canola oil for the Chinese Market

Original Juice Co Progress

01

Original Juice Company (OJC) purchased from Golden Circle in September 2019

02

FOD has commenced the launch of 19 new product lines under the OJC branding

03

Expanded product range will provide a significant runway into the growing Chinese juice market

04

In-line with FOD's strategy for OJC, some existing FOD brands will become sub-segments of OJC

05

Brand consolidation will maximise value of the iconic and trusted Original Juice Co name



Developing Major Domestic and Global Partnerships

The Coles logo is displayed in a large, bold, red sans-serif font.

- FOD won tender to produce Coles-branded Iced Tea and Seasonal Juices
- This will generate material revenues for FOD and provide opportunity to showcase its new high-quality production capabilities
- Successful delivery of initial products will underpin further potential manufacturing for Coles
- FOD to launch new OJC products through Coles



- FOD has recommenced discussions with Sinopec to commercialise a canola oil range following completion of its clean room facility
- Sinopec is the world's largest oil refining, gas and petrochemical conglomerate and has more than 35,000 petrol and convenience stores in China



- Brand consolidation and new product launches under OJC has received interest from Metcash
- FOD won tender to produce Metcash's Community Co NFC juices
- Metcash's network of 1,700 retail stores across Australia potentially provides FOD with a strong domestic base to launch new product lines



- FOD has continued to develop its relationship with Woolworths, who remain a major domestic partner for the Company
- FOD continues to produce Woolworths own brand NFC juice



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01 Latest Developments

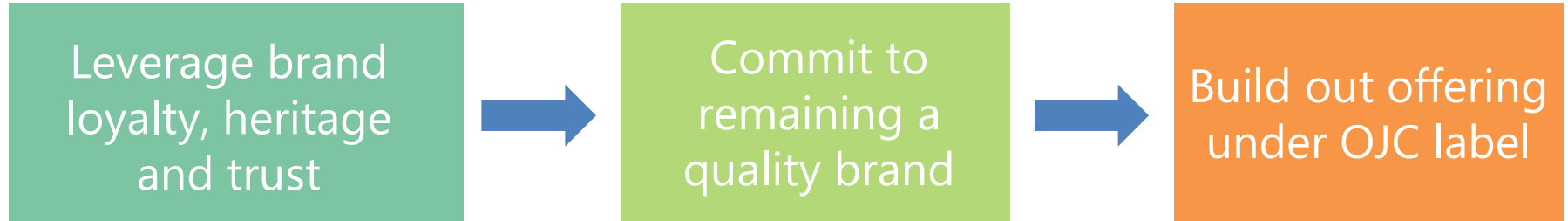
02 **Original Juice Co.
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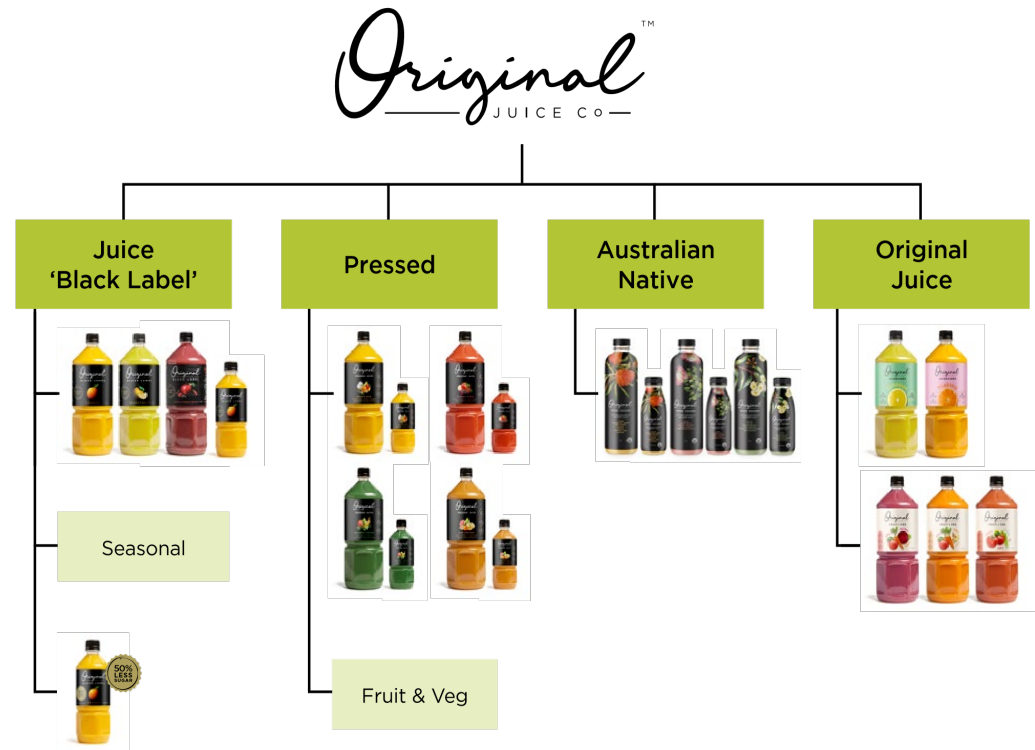
05 Corporate
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Original Juice Co. Strategy



Key Action Points Complete

- Existing range expanded under refreshed Original Juice Co brand positioning.
- Juice Lab is now a sub-segment of the OJC brand – **Pressed**
- Bush Tucker is now a sub-segment of the OJC brand – **Australian Natives (Bush Tucker)**
- The Original Juice Co. options include:
 - Fruit and vegetables
 - Quenchers
 - 50% less sugar OBL Orange Juice



Original Juice Co. Brand Identity



Trusted



Value



100% Fresh Fruit



Australian Heritage



Quality



Aging Customer



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

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

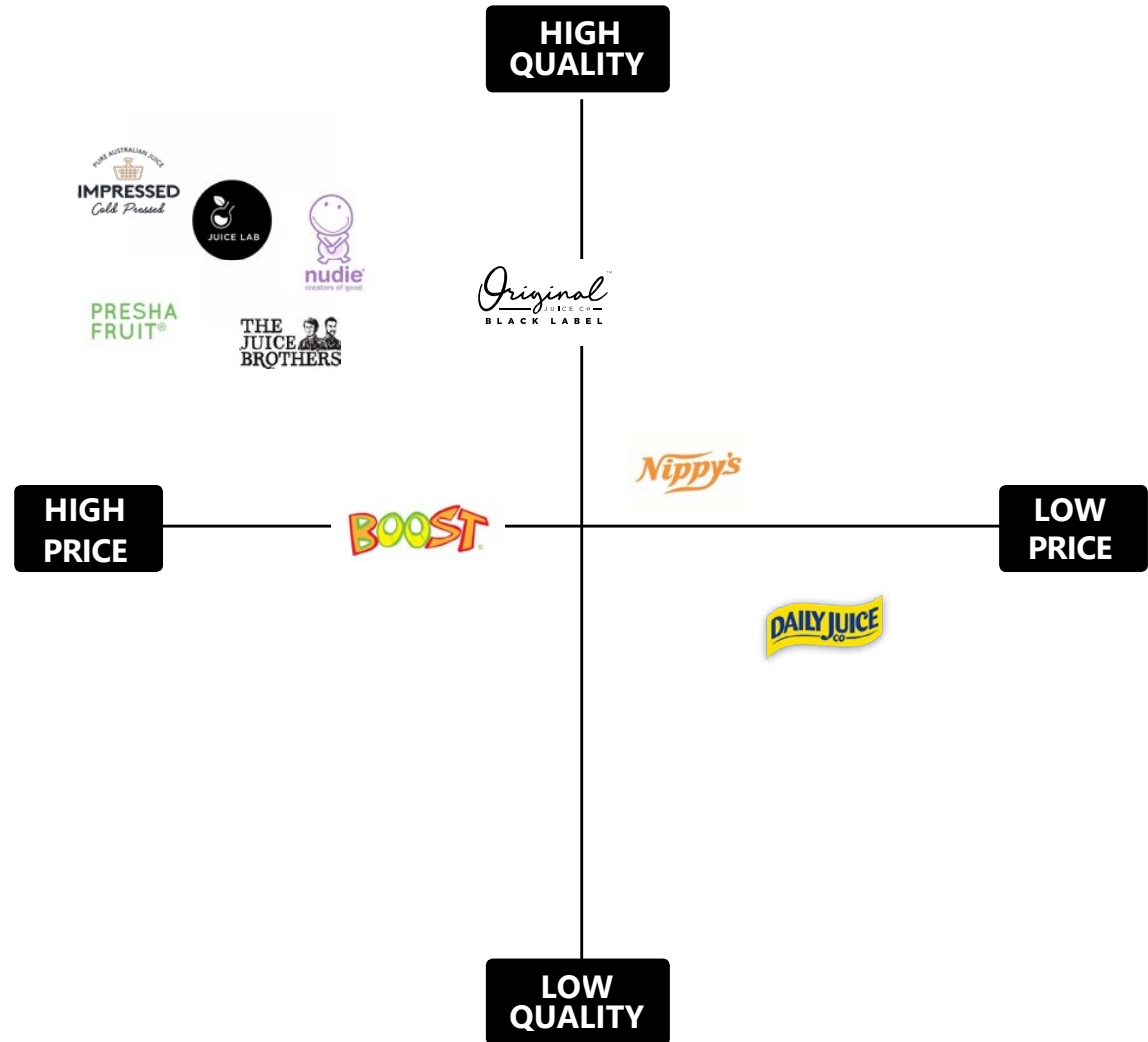
A shift to a younger target market will be driven through the Pressed and Australian Native options

Take Home Juice Perceptual Map

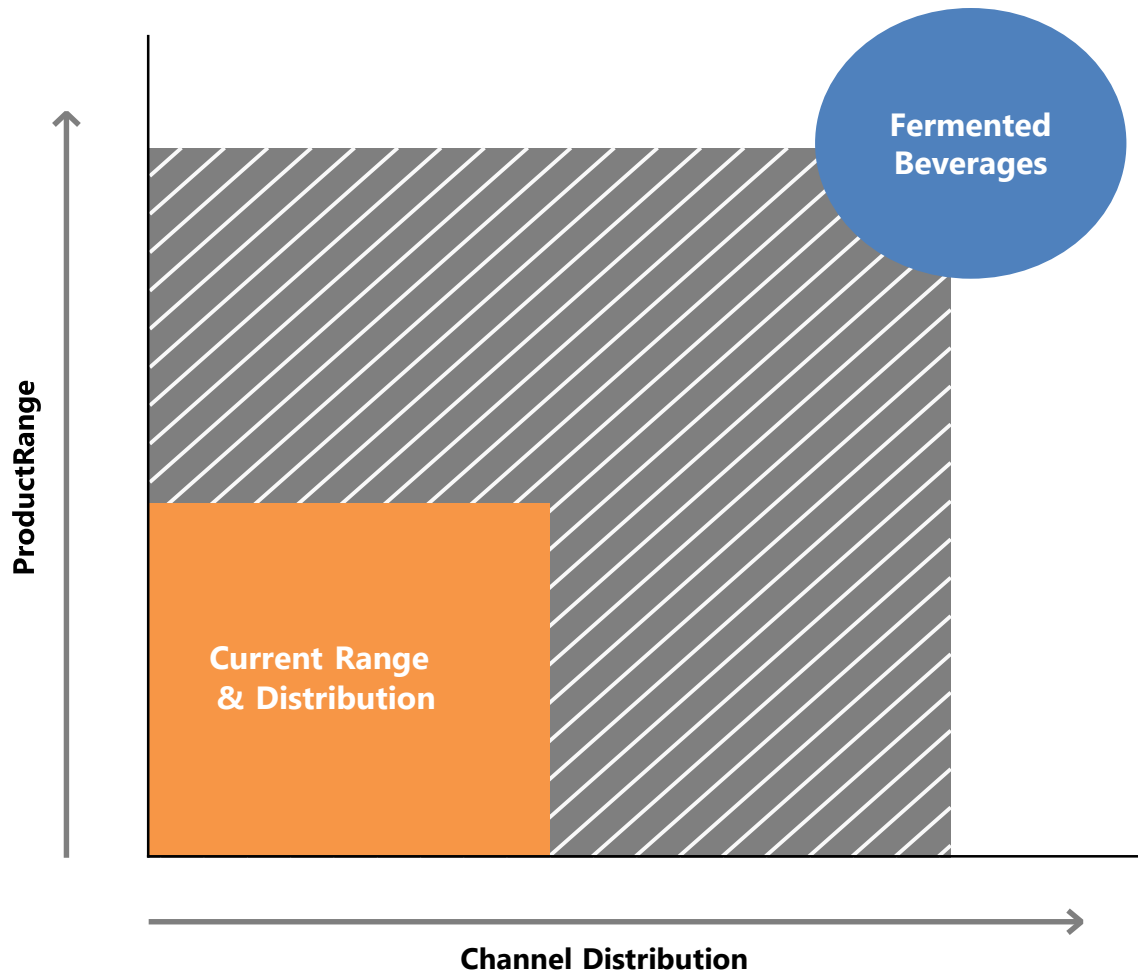
Original Juice Co. is primarily a value brand with good quality base juice

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



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 – an attractive opportunity that will be progressed as retailer alignment is achieved

Streamlined Original Juice Co Product Line

Pressed



Bush Tucker

Quenchers & Fruit + Veg



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Market Overview

KEY MARKET OBSERVATIONS

- Functional food & beverage market is growing rapidly
- Reduced sugar is important
- Convenience & RTD
- Quality brand reputation is vital

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.
- 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



China Strategy

FOCUS ON PRODUCTS FOR CHINA MARKET

- Serve size
- Volume
- Flavors
- Recipe

COMMERCIALISE NEW PRODUCTS

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

FOOD SUPPLEMENTS IN SACHETS

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

VALUE ADD IN PACKAGING

- Premium packaging
- Functional call outs



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.

DISTRIBUTION AGREEMENTS

Completion of the Mill Park facility upgrade puts the Company in a strong position to commercialise Canola Oil with Sinopec.

ECOMMERCE

FOD plans to establish JD and T-mall ecommerce shops

POTENTIAL VERTICALS

Develop distribution partnerships :

- Chinese supermarkets
- Partnerships through Norman Li
- Partnerships through China Trade Shows



Security of Supply

80% of annual volume is under contract to our growers



GROWERS

- Fruit and vegetable products sourced from industry-leading suppliers in Griffith, Goulburn Valley & Mildura
- 60+ citrus growers, long-term relationships
- Grower Manager on the ground with 45 years' experience
- Orange grower provided 504kL of juice in 2017



PACKAGING

- Packaging inputs sourced from quality manufacturers
- Bottles – Visy Plastic & Brickwood
- Bottle caps – Brickwood, Caps & Closures and PB Packaging
- Boxes – Visy Board
- Labels – Adhesive & Lemac
- Pallets - Chep



RAW MATERIALS

- Aus Chilli
- Tropico
- Easy Chef
- Interaust
- Natural Ingredients
- Directus
- Fruitmark
- And 22 additional specialty ingredient suppliers



TRANSPORT & TECHNOLOGY

- Reliable and efficient transport contractors in key locations across Australia
- Various sub-contractors to ensure secure supply chain
- Technology exist to debitter our product
- Cold fill method means 9-month shelf life



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2020 & Beyond



Mill Park upgrade will boost product variety and capabilities



OJC brand to maximise value from new product development



Position Original Juice Co. in China through distribution partners



Leverage domestic partners through new product development



Increase Mill Park production capacity



Commercialisation of Canola Oil with Sinopec



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Careline/Norman Li Strategic Investment

Final Tranche of \$20.25m Strategic Investment



Tranche 1 – 18.5 million ordinary shares, an investment of A\$1,000,000, on or before 28 September 2018.



Tranche 2 – 46.5 million ordinary shares, an investment of A\$2,510,000, by 31 October 2018.



Tranche 3 – 100 million ordinary shares an Investment of A\$5,400,000



Tranche 4 – 100 million ordinary shares an Investment of A\$5,400,000

Performance Shares Summary

Performance Shares	Milestone
100,000,000	In any 12-month period in the three financial years between 1 July 2019 and 30 June 2022 if Introduced Revenue is at least \$60 million, then 100 million performance shares will be entitled to convert to ordinary shares.
30,000,000	In any 12-month period in the three financial years between 1 July 2019 and 30 June 2022 if Introduced Revenue is at least \$160 million an additional 30 million performance shares will be entitled to convert to ordinary shares.
30,000,000	In any 12-month period in the four financial years between 1 July 2019 and 30 June 2023 if Introduced Revenue is at least \$315 million an additional 30 million performance shares will be entitled to convert to ordinary shares.
30,000,000	In any 12-month period between 1 July 2019 and the fifth anniversary of the date of the issue of the performance shares if Introduced Revenue is at least \$465 million an additional 30 million performance shares will be entitled to convert to ordinary shares.

Final Tranche of Investment from Norman Li/Careline Australia Pty Ltd .

As confirmed in ASX release by the company on 18 June 2019 Careline Australia Pty Ltd (Careline) and its founder and CEO Mr Tao (Norman) Li committed to 5 Tranches of equity investment into the company Totalling \$20.25 million. This was approved at a shareholders meeting held on the 14th of June 2019. To date Careline and Mr Li have completed the first 4 tranches and injected \$14,310,000 into the company. The remaining tranche of \$5,940,000 is due on the 5th of March 2020..

Due to the Coronavirus and related shut downs in China Careline is unable to transfer funds to Australia in a timely manner and has sought an extension of time to make the payment of this final tranche. The company has agreed to grant an extension subject to ASX approval of upto 6 months to provide the funds and Careline has advised that it will most likely make several individual payments of approximately \$1million each at a time during that period until the full amount of the tranche is completed.

The company is seeking an amendment to the waiver received from the ASX in relation to these share issues. Should the waiver not be forthcoming then the company will seek shareholder approval.

Mr Norman Li commented " Careline and my self are formally committed to the company to make the final tranche payment and we will achieve it as quickly as possible given the difficulties currently in China. In the meantime we are continuing our investment in products such as the hand sanitizer that have provided a new opportunity in both the Australian and China markets.

H1 FY20 Results Summary

FINANCIAL INFORMATION

Figures shown in A\$000's

H1 2020

H1 2019

Change (%)

Net Sales

17,960

15,053

19.3%

Cost of Sales

(13,535)

(10,462)

29.4%

Gross Profit

4,425

4,590

-3.6%

EBITDA

201

(1,836)

-

Corporate Snapshot

Capital Structure

(as at 26 Feb 2020)

Share Price \$0.086

Market Capitalisation \$62.32m

Shares on Issue 724.68m

Cash at bank A\$2.27m

Substantial Holders

Norman Li 35.46%

Fanucci Pty Ltd and Domenal Enterprises Pty Ltd 9.03%

12-month Share Price Performance





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