

MAJOR NEW DISTRIBUTION AND KEYDAIRY IMMUNITY BOOSTER POWDER LAUNCH

17 August 2020

- Keytone secures national ranging at Coles Supermarkets for its recently launched Tonik Plant protein shakes
- Immunity Booster Powder launched under Keytone's proprietary brand, KeyDairy

Sydney and Melbourne, Australia and Christchurch, New Zealand – Keytone Dairy Corporation Limited (ASX:KTD or KTD.AU) (the “Company” or “Keytone”) is pleased to announce it has secured national ranging at Coles Supermarkets and has launched an Immunity Booster Powder product under its proprietary brand, KeyDairy.

Tonik Plant Ranging at Coles Supermarkets

Following the successful launch of Keytone's new proprietary product range, Tonik Plant, Keytone has in less than two weeks from launch secured national ranging for Tonik Plant at major grocer Coles Supermarkets. While Coles was not undertaking a formal range review nor seeking submissions, Coles recognised the true innovation and disruptive potential to the protein shake category with Tonik Plant being the first high protein vegan/plant based ready-to-drink protein shake in the Australian marketplace. As such, Coles wished to partner with Keytone in being the first major grocer to range Tonik Plant and capitalise on the growing momentum and demand for plant-based products.

A number of Tonik Plant flavours will be ranged in 396 large format Coles stores nationally throughout Australia. Keytone will undertake the production of Tonik Plant for the initial Coles roll-out through September and October. It is anticipated Tonik Plant will be available in store from early November 2020.



Coles ranging is in addition to the previously announced distribution including independent supermarkets, Ritchies IGA Group and Romeos IGA Group, Anytime Fitness and Snap Fitness. Keytone will seek to further expand the footprint for its Tonik brand and there are a number of ongoing discussions with other major partners and channels. Additional material ranging will be announced in due course.

Launch of KeyDairy Immunity Booster Powder

In direct response to in-market demand and in-bound enquiry from China and South East Asia following the COVID-19 global health pandemic, Keytone has developed and launched a premium dairy based functional Immunity Booster Powder under its proprietary brand, KeyDairy.

Market interest in immune strengthening functional supplements continues to grow at an accelerated rate as global consumers seek products that strengthen the immune system due to COVID-19. The global immune health supplements market is expected to record high growth following the ongoing health pandemic. In China alone, the dietary supplements market is forecast to reach USD22.3 billion in 2020. China e-Commerce giant JD.com has stated the sale of vitamins and dietary supplements has soared by more than 5 times since the beginning of COVID-19.



KeyDairy Immunity Booster Powder is a functional dairy based powder high in colostrum, probiotics, vitamins B and C and zinc and is targeted as a daily supplement to aid day-to-day immunity. Where taken daily, each can of KeyDairy Immunity Booster Powder will last the consumer approximately one month.

Keytone will commence production of the KeyDairy Immunity Booster immediately and ship to market, commencing with China and South East Asia, once production is complete.

Keytone's Chief Executive Officer, Danny Rotman stated: "We have been overwhelmed with the initial response to Tonik Plant. Achieving ranging with Coles in less than two weeks from launch is a major achievement and milestone for the Company and accelerates the performance of our branded product portfolio. Furthermore, it is a very promising sign for the success of Tonik Plant and the Tonik brand."

"Keytone will continue to develop and commercialise innovative products and brands and bring an increasing portfolio to market to meet consumers needs. To this end, the launch of KeyDairy Immunity



Booster Powder is an exciting development in direct response to market feedback from our network and clients globally. In a time with a heightened focus on health and immunity for consumers, KeyDairy Immunity Booster is the perfect premium addition to our KeyDairy branded powders aimed at one of our core markets, China.”

The release of this announcement was authorised by the Non-Executive Chairman, Mr. Peter James, on behalf of the board.

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Further Information

Jourdan Thompson
Chief Financial Officer, Keytone Dairy Corporation Limited
Email: investors@keytonedairy.com
Tel: +613 9587 6483

About Keytone Dairy Corporation Limited

Based in Sydney and Melbourne, Australia and Christchurch, New Zealand, Keytone Dairy Corporation Ltd is an established manufacturer and exporter of formulated dairy products and health and wellness products. Keytone Dairy’s wholly-owned subsidiary Omniblend is a leading Australian product developer and manufacturer in the health and wellness sector, with both dry powder and ready to drink health and wellness-based product capability. In addition to Keytone Dairy’s own brands, the company is a trusted production partner, contract packing for well-known brands in Australia, New Zealand and internationally. The Company’s purpose-built production facilities in Australia and New Zealand offer a wide range of dairy, health and wellness and nutritional packing solutions, meeting the diverse needs of consumers from different markets and cultures. Please visit www.keytonedairy.com for further information.

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