



25 September 2020

Mussel Powder Trial Order from Chinese Multinational Nutraceutical Supplier

Highlights

- **NZCS has received a trial purchase order for 20kgs of mussel powder from Toyond, a multinational nutraceutical supplier established in 2010, with 10 global offices supplying nutraceutical products across 6 continents.**
- **Toyond is a global, innovation-led company with clients including Swisse, Watson, Dupont, Costco Wholesale, ADM and Cargill.**
- **NZCS has utilised trial orders to build relationships with key customers globally, and continues discussions with Toyond, as the Company aims to enter into a supply agreement for the Chinese Market.**
- **The Trial Order is expected to be dispatched to China on 30 September 2020.**
- **The Trial Order aligns with NZCS's growth strategy of entering new markets and improving profit margins by extending the range of products.**

Leading secondary producer of nutraceutical, seafood products and premium marine ingredients, **New Zealand Coastal Seafoods Limited (ASX:NZS)** ("**NZCS**", the "**Company**") is pleased to announce that the Company has received a trial order for 20kgs of mussel powder from Hangzhou Toyond Biotech Co., Ltd ("**Toyond**"), a multinational nutraceutical supplier established in 2010, with its head office in China and a total of 10 global offices supplying nutraceutical products across 6 continents.

Toyond is a global, innovation focused company, producing nutraceutical products for white label clients including Swisse, Watson, Dupont, Costco Wholesale, ADM and Cargill.

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New Zealand Coastal Seafoods CEO, Andrew Peti, commented: “We are very pleased to have received the Trial Order, as NZCS continues to expand into international markets. As Toyond is a company distributing nutraceutical products across 6 continents, significant potential exists for NZCS to increase global distribution, and we continue discussions with Toyond, with the aim of entering a long term supply agreement for the Chinese Market.”

NZCS has utilised trial orders to build relationships with key customers globally, as the Company aims to establish further purchase agreements, to build on the purchase agreements with revenues of NZ\$518,000, NZ\$4.4m and NZ\$400k from Dr. Behr, SuperMilkBaba and Good Health agreements respectively.

The Toyond Trial Order aligns with NZCS’s growth strategy of entering new markets and improving profit margins by extending the range of products.

Authority:

This announcement has been approved by Executive Director, Aldo Miccio.

Further information:

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About New Zealand Coastal Seafoods

New Zealand Coastal Seafoods (NZCS) is a New Zealand based, ASX listed, secondary producer of nutraceutical, seafood products and premium marine ingredients. The Company recently acquired Kiwi Dreams International Limited (KDI), a leading developer of innovative nutraceutical products and services including ingredient supply, quality and validation, as well as formulation and development.

Through the development of Nutraceutical projects, NZCS has recognised significant opportunities in this high growth market, with the global Nutraceutical market estimated at US \$230.9 billion in 2018.¹

¹ <https://www.bccresearch.com/market-research/food-and-beverage/nutraceuticals-global-markets.html>

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ASX Announcement

NEW ZEALAND
COASTAL SEAFOODS



Harnessing the countries reputation for pure, pristine waters and fisheries provenance, NZCS utilise raw ingredients sourced from New Zealand's finest deep sea fishing companies, employing a nose-to-tail philosophy to create a range of high-value products.

The Company's mission is to share the sought-after flavours of sustainably-sourced, nutritious, healthy and organic goodness of New Zealand's seafood with Asian consumers, through expanding distributor, wholesale and consumer channels.

NZCS's growth strategy is focused on the development of a new nutraceutical product range and increasing production and sales of its flagship, collagen-rich, dried ling maw range and developing high-value ready-to-eat, FMCG products for export into new and existing markets.

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