



24/08/2023

VERIGROW® RETAIL PRESENTATION

Veratin Limited (**NSX: VTN**) (the **Company**) is pleased to announce it has published a retail presentation for its Verigrow® range of products. The presentation is available at <https://www.verigrow.com.au/become-a-distributor> and appended below. The Company is preparing a similar presentation for the horticulture and agriculture markets. The documents will continue to evolve as new products are released to the market.

Executive Chairman of Veratin Limited, Dr Ramiz Boulos, says “We welcome opportunities to engage with local and global customers, to showcase the high level of innovation and exceptional performance of our product range”.

The Company has an eBay store for international B2C at <https://www.ebay.com.au/usr/verigrow> and an Alibaba store for international B2B at <https://veratin.trustpass.alibaba.com/productlist.html>.

This announcement was authorised for release by the Board of the Company.

ENDS

ABOUT VERATIN LIMITED

Veratin Limited (“Veratin” or “The Company”) is an NSX-listed research and development manufacturing company that develops sustainable and innovative high-end value products from low grade wool. The Company has developed and is developing new products for the Agricultural and Cosmetics markets as well as developing products for the biodegradable materials, and functional foods and nutraceuticals markets.

Forward-looking Statements

This announcement may contain certain “forward-looking statements which may not have been solely based on historical facts but are based on the Company’s current expectations about future events and results.

Where the Company expresses or implies an expectation or belief as to future events or results, such expectation or belief is expressed in good faith and believed to have a reasonable basis. However, forward-looking statements are subject to risks, uncertainties, assumptions, and other factors, which could cause actual results to differ materially to future results expressed, projected, or implied by such forward looking statements.

The Company does not undertake any obligation to release publicly any revisions to any “forward-looking statements” to reflect events or circumstances after the date of this announcement, or to reflect the occurrence of unanticipated events, except as may be required under the applicable securities laws.

For further information, investor enquiries or media enquiries, please contact:

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Veratin Limited – Social Media

Veratin Limited is committed to communicating with the investment community via all available channels. Whilst the NSX remains the main channel for sharing market-sensitive news, we encourage investors and interested parties to follow ‘Veratin’ and ‘Verigrow’ on LinkedIn, Facebook and Instagram.



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VERIGROW

ALL PURPOSE LIQUID FERTILISER & SOIL IMPROVER



VERATIN PTY LTD



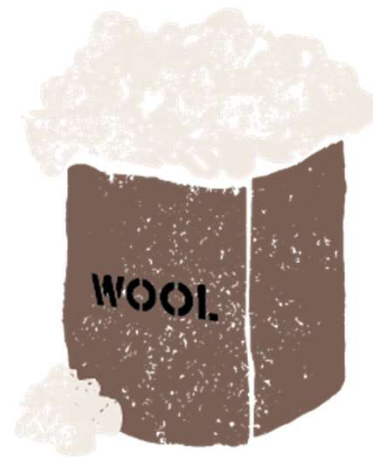
- Veratin Limited is a publicly listed manufacturing company (NSX:VTN) incorporated in 2016 and based in Western Australia.
- Veratin has developed and commercialised **Verigrow**, an all-purpose fertiliser and soil improver made from low grade sheep wool.
- Veratin owns the intellectual property for **Verigrow** which is composed of patents (in numerous jurisdictions) and trademarks.



VERIGROW
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WHY WE ARE DIFFERENT

- **Verigrow** is a unique and patented product — a fertiliser and soil improver made from low-grade sheep wool.



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WHY WE ARE DIFFERENT



- Independent testing has shown that **Verigrow** outperforms other market-leading brands.
- We manufacture locally and employ local people.
- We produce a sustainable product by working with local farms to obtain low grade wool destined to enter the waste stream.



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HOW OUR PRODUCT WORKS



- **Verigrow** comes in a ready to use foliar spray, liquid concentrate or in a potting mix form.
- We produce a range of products: 750mL foliar spray, 1L, 5L and 20L concentrate in jerricans, and 6L and 15L potting mix in jute bags.
- **Verigrow** concentrate can be delivered either via a watering jug or hose attachment.
- **Verigrow** has also been used successfully in home aquaponics systems.



**NEW PRODUCTS COMING SOON
SPRING 2023**

Verigrow soil wetter

Verigrow biodegradable pots

Verigrow supplement and Phos



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A RICH SOURCE OF AMINO ACIDS



- Wool is a sustainable and all-encompassing source of amino acids.
- Amino acids are the building blocks of life and help plants combat stress, increase root mass, activate natural defence mechanisms.
- Amino acids enhance photosynthesis by increasing the chlorophyll concentration, promote nutrient absorption, and stimulate essential metabolic activities.
- Amino acids are an excellent food source for microbial proliferation.
- Amino acids are highly charged molecules which attract water molecules, allowing soil to better retain moisture.



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A RICH SOURCE OF AMINO ACIDS



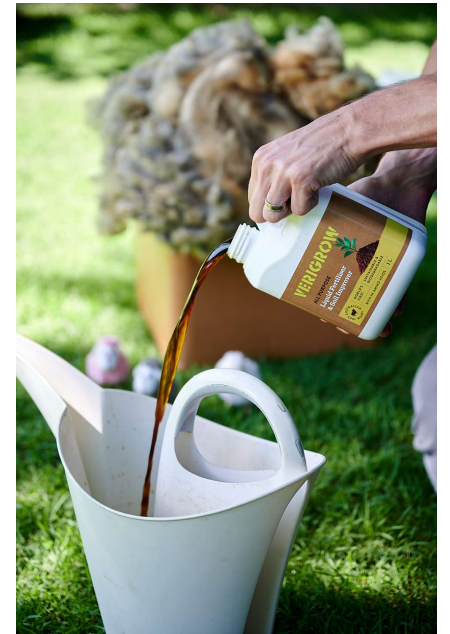
- Amino acids are chelating agents, allowing plants to more efficiently take up inorganic ions present in the soil, by neutralising their charge.
- Normally plants take up nutrients, elements and consume energy, derived from photosynthesis, to manufacture amino acids. Recent studies have proven that amino acids can be taken up by plants directly.
- By providing plants with amino acids that they can be absorbed directly, more energy can be directed by the plant to maintain optimal health and growth.
- The presence of amino acids therefore negates the need for high levels of NPK fertilisers – savings of 25% - 30% can be achieved.



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INDEPENDENT TESTING

- Independent testing confirmed that **Verigrow** performs better than market leading brand in:
 - Plant height
 - Biomass
 - NDVI (a measure of 'greenness')
 - Weight (root and foliage).



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MARKET TESTING

- Since its launch in 2019, **Verigrow** has developed a reputation as one of the best products in the market.
- **Verigrow** is currently available in over 70 stores and nurseries across Western Australia and a few in the Eastern States.

"Your product is amazing. My gardenias and citrus trees have never looked better! Glossy, green and healthy."

Maxine, Tuart Hill.

"Awesome product, my garden has never looked better. Excellent fertiliser."

Nabila, Osborne Park.

"I have switched from seaweed-based soil conditioners to Verigrow in November, producing vigorous nutritious crops in abundance in our small urban plot. We are almost self-sufficient in vegetables, fruit and nuts during the pandemic. Very therapeutic!"

Ian, Shelley.



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OUR CUSTOMERS



- Home gardeners, particularly those in the 25+ years age group, who are well-educated.
- Appealing product attributes for this market:
 - Wool is close to the heart of many Australians
 - Good example of a circular economy
 - 2-in-1 fertiliser and soil improver
 - Product performance backed by research
 - Cost effective
 - Innovative, sustainable and biodegradable
 - WA-owned and produced



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MARKETING

- Previous radio advertising through 6PR, Curtin FM, Capital Community Radio, 6iX and 98Five Sonshine. Adverts target gardening shows where possible.
- Ongoing online advertising through social media, (Facebook, Instagram and LinkedIn) and on Google.
- Previous print advertising, including Countryman, The West, WA Grower and Wagin Woolarama.
- TV commercial in Channel 9 Network (Perth audience) from June 2021 to September 2021 and **ABC Landline in November 2021.**
- Future marketing will include product alignment with relevant thought leaders and influencers.



MARKETING

- What support do we provide
 - Verigrow display stand
 - Verigrow caps and t-shirts
 - Miniature toy sheep
 - Signs, brochures and information sheets
 - Social media promotion of stockists
 - User-friendly online ordering system for wholesalers

THE SOLUTION

World's first wool-based fertiliser and soil improver.



Rich in amino acids
Uses low-grade sheep wool
Improves organic content of soil
Environmentally friendly solution — reduces nutrient runoff

OUR TECHNOLOGY

At Veratin, we use novel technology to extract the amino acids from waste wool using green chemistry. Amino acids are scientifically proven to improve plant and soil health.

Wool presents an untapped natural source of amino acids perfected by mother nature over thousands of years.



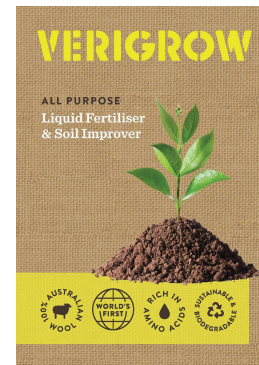
INDEPENDENT TESTING

Independent laboratory testing by Peracto confirmed that Verigrow® performs better than a market-leading brand by 2 to 5 times in each parameter measured.



WA FOCUS

As a proud WA based company, we are focused on using locally sourced materials and labour right through our production process to create new products and forge a new manufacturing industry.



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CONTACT DETAILS

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