

# ATLAS

PEARLS AND PERFUMES

ABN 32 009 220 053

**ASX RELEASE**

ASX: ATP

6<sup>th</sup> December 2013

## **December Pearl Auction Results**

On December 4 and 5, 2013 Atlas Pearls and Perfumes completed its third successful pearl auction in Japan for this financial year. Pearl sales totaled AUD+\$1.4M at 45% and 18% respectively over the reserve price and October auction result.

Atlas also sold approximately AUD+\$700K of Australian pearls on behalf of Arrow Pearl (the third time this calendar year we have included Australian produced pearls in our auctions).

## **Sales up**

Total sales for the current financial to 5<sup>th</sup> December 2013 are \$8.2M, representing 93% of the sales from the last full financial year (1<sup>st</sup> July 2012 – 30<sup>th</sup> June 2013). Atlas's highest ever revenues were \$14.4M in 2007.

Two more auctions are planned for the second half of the current financial year. Pearl volumes for each of the anticipated auctions are expected to match those held in July and October

Yours sincerely



**Stephen Birkbeck**  
**Chairman**

### **About Atlas**

Atlas Pearls and Perfumes Ltd ("Atlas", ASX:ATP) is an Australian based pearling and perfume business established in 1992. Atlas has earned an enviable reputation as a world leading pearl producer of "nature's most precious gift", the South Sea pearl, specialising in highly sought after white and silver pearls. Atlas operates pearl farms spread across the Indonesian archipelago including Bali, Flores, Alor and Papua. Atlas is a fully integrated pearling business with its own high quality grading and loose pearl distribution business, a jewellery manufacturing capability and sales direct to customers through wholesale partners and via its retail outlets. In 2012 the Company expanded its operations into perfumes and is currently developing a range of propriety products which include pearl powder (cosmetics and nutraceuticals), pearl proteins (cosmetics), pearl volatiles and fire tree (perfumes) for supply into the global luxury supply chain