



Nurtured by us. Loved by you.

## CHAIRMAN'S REPORT FOR THE 2012 AGM

Stephen Birkbeck : Atlas Pearls and Perfumes Ltd Presentation

# Vision. 20 Years building on Foundations.



“2012 was a sea change for Atlas through quality and productivity gains linked to reduced costs that has consolidated a global competitive advantage on white south sea pearl production. Through technical innovation, product diversity and the creation of a market driven culture we will continue to differentiate our precious luxury products that are created in natural and pristine settings protected by our Corporate Social Responsibility Platform.



# Essential Oils of Tasmania



**Innovate** - micronized mother of pearl powder – extracts of bio-active powder/tissue





# Market and Technical Driven Strategy

Two luxury product categories (pearls and perfumes) with strategic demand from iconic brands. In 2009 Atlas had only one customer and one product – pearls. Today the company has a wide range of pearl products built from the by-products and has built its pearl customer base to over 100 customers from around the world.

The 2013 investment to acquire Essential Oils of Tasmania has provided additional customers in the luxury supply chain as well as adding a strategic range of high value perfumes, cosmetics and bio-active materials to its product mix. Additionally it has acquired the technical capacity to commercialize pearl powder and meet the needs of its new multi-national customers.





# World Senses – New York based Nomad 2 Worlds



World Senses and Nomad CEO, Joyce Lanigan, has continued to travel the globe extensively and through the networks of Nomad in the USA, is presenting the perfume ingredients from Tasmania into a wide range of exciting new market developments.



# A big thank-you to all the team from Atlas.

You are what makes this Company great!



# Atlas Pearls and Perfumes Ltd

I invite you to take our 2012 Annual Report and look at a counter cycle investment, please read our recent ASX releases and take this chance to understand the current status and progress of your company and the impact that the rising price for white south sea pearls is having on our margins and profitability.

Please take the time to understand our luxury product diversification strategy that leverages off luxury customer supply chain and appreciate what the impact of a reduced Australian dollar will have on our recent Tasmanian acquisition and future technical expansion plans.

Atlas is entering a period of sustainable growth and I ask our shareholders to take a close look at the quarterly results for 2013/14 when they are reported.

