



Angel to launch direct-to-consumer sales channel

7 June 2021 – Angel Seafood Limited (ASX: AS1) (the “Company” or “Angel”), the largest producer of certified organic and sustainable oysters in the Southern Hemisphere, is pleased to announce the launch of its direct-to-consumer offering, the ‘Hālo Club’.

Launching in June as a membership and subscription-based model, the Hālo Club will give members direct access to Angel’s oysters and complementary condiments/gifts on a monthly basis, while creating a new high-value and recurring income stream.

The initial phase of roll-out will be over a three-month period with membership available to Angel’s shareholders and a select group of customers across metropolitan Melbourne, Sydney and Adelaide.

Commenting on the launch of the Hālo Club, Angel’s founder and CEO, Zac Halman, said:

“We are really excited to be launching the Hālo Club, where customers will be able to get fresh Angel oysters, delivered directly to their door-step on a regular basis.

“The membership model for the Hālo Club will create direct engagement with our highly valued end-consumers, and we aim to deliver a premium and authentic farm-to-table experience to our members. We are particularly pleased to be offering our shareholders, an opportunity to be in the first cohort of members and their feedback will help to shape the future of the Hālo Club. After the initial phase, we look forward to making membership available to more customers in more cities.

“We remain focused on executing our 3-pillar growth strategy to increase production to 20 million oysters per year and to improve profitability through increasing scale, productivity gains and improve prices. The Hālo Club, as a direct-to-consumer sales channel, is one of these initiatives and it will diversify our existing sales channels while also acting as a brand-building platform.”

Angel to present at Market Eye’s virtual conference series

Angel advises that CFO, Simba Matute, will be presenting at Market Eye’s virtual investment conference on Tuesday, 8 June 2021.

The conference features presentations from five small-cap companies operating within the Food & Beverage industry. Attendees will have the opportunity to listen to the presentations and participate in the Q&A sessions in a virtual environment. Attendance is free. To register for the event please go to:

https://us02web.zoom.us/webinar/register/WN_wbGnkuBxRnyruP4OF0m9cg

Angel Seafood will be presenting at 2:30pm AEST.

This release has been approved by the Angel Seafood Board.

Further Information

Any questions or requests for further information should be directed via email to:

Angel Seafood Holdings Ltd

Simba Matute, CFO

M: +61 420 488 862

E: simba@angelseafood.com.au

Investor contact

Eric Kuret

M: +61 417 311 335

E: eric.kuret@marketeye.com.au

Media contact

Tristan Everett

P: +61 3 9591 8905

E: Tristan.everett@marketeye.com.au

About Angel Seafood Holdings Ltd

Angel Seafood is a producer of fresh, clean, and consistently high-quality oysters that do not compromise the environment. Angel has grown from a family-operated South Australian business and has rapidly developed from a traditional oyster-growing business into a premium, innovative and organically certified producer of Coffin Bay Oysters. The Company primarily sells oysters to the domestic market; however, exports represent a substantial long-term growth opportunity.

Angel Seafood is the Southern Hemisphere's largest sustainable and organic certified pacific oyster producer.