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## ASX ANNOUNCEMENT

10<sup>th</sup> July 2018

### **JAT to exhibit in-house brands at the world's largest trade fair for child, baby and maternity products, July 25-27 2018**

The Directors are pleased to announce that JAT has secured exhibition space at the 18<sup>th</sup> Shanghai International Children Baby and Maternity Products Industry Expo, taking place from 25<sup>th</sup> to 27<sup>th</sup> July.

JAT's 18 square metre exhibition space will showcase the portfolio of in-house products that the company has been developing since shareholders formally approved the change to Fast Moving Consumer Goods trading, including:

- Golden Koala
  - Premium Infant Formula (Stage I for newborns to six months),
  - Premium Follow-On Formula (Stage II for six to twelve months),
  - Premium Toddler Milk Drink (Stage III for one to three years),
  - Full Cream Instant Milk Powder.
- NEURIO
  - Lactoferrin Milk Powder
  - DHA Algae Oil Softgel
- Cobbitty Country

Golden Koala and NEURIO product samples will be made available to visitors (in addition to detailed product information) and brochures will outline the range of products Cobbitty Country plans to release over coming months.

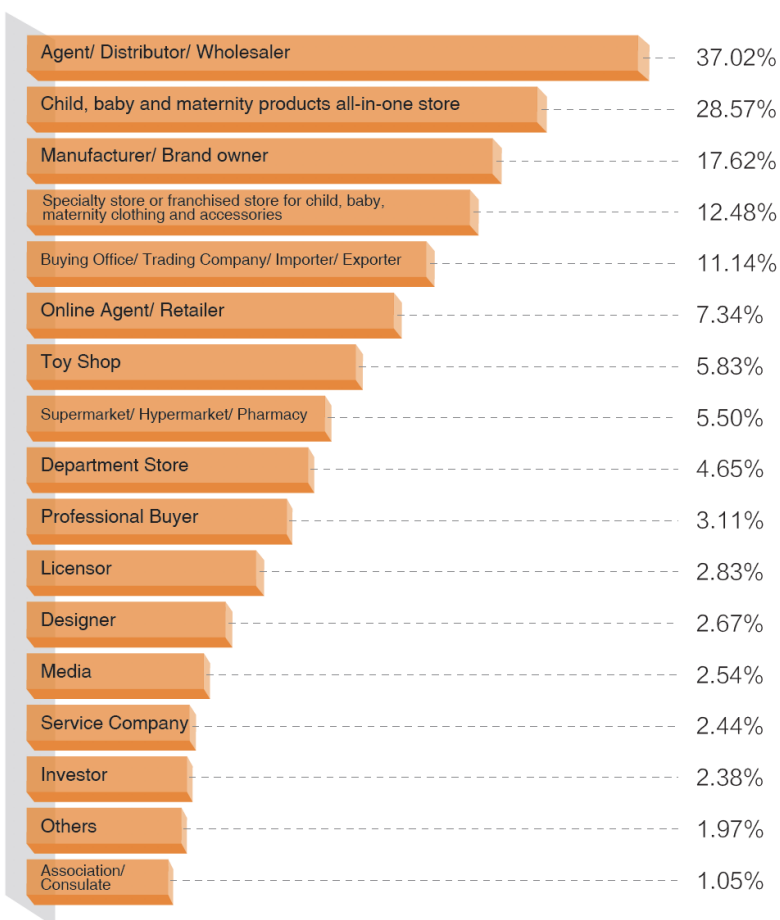
JAT staff will be supported by staff from Shanghai Dragon Corporation both in the exhibition space and at private meetings with agents, distributors, wholesalers and retailers.

"These trade fairs offer excellent brand exposure," JAT Executive Director Wilton Yao said. "More importantly, visitors are trade professionals looking for new products and new suppliers and planning to place orders."

The CBME China 2017 Post-show Report showed that almost all visitors were professional buyers and that 89% attended with the purpose of placing orders, as detailed in the following tables:



## Business Nature of Visitors



## Purpose of Visit



Source: CBME China 2017 Post-show Report

“JAT’s exhibition space is ideally located in the ‘Australia’ pavilion, adjacent to the ‘Fabulous Mom Zone’.” Mr. Yao said.

Anthony Crimmins  
Executive Chairman