

# ATLAS

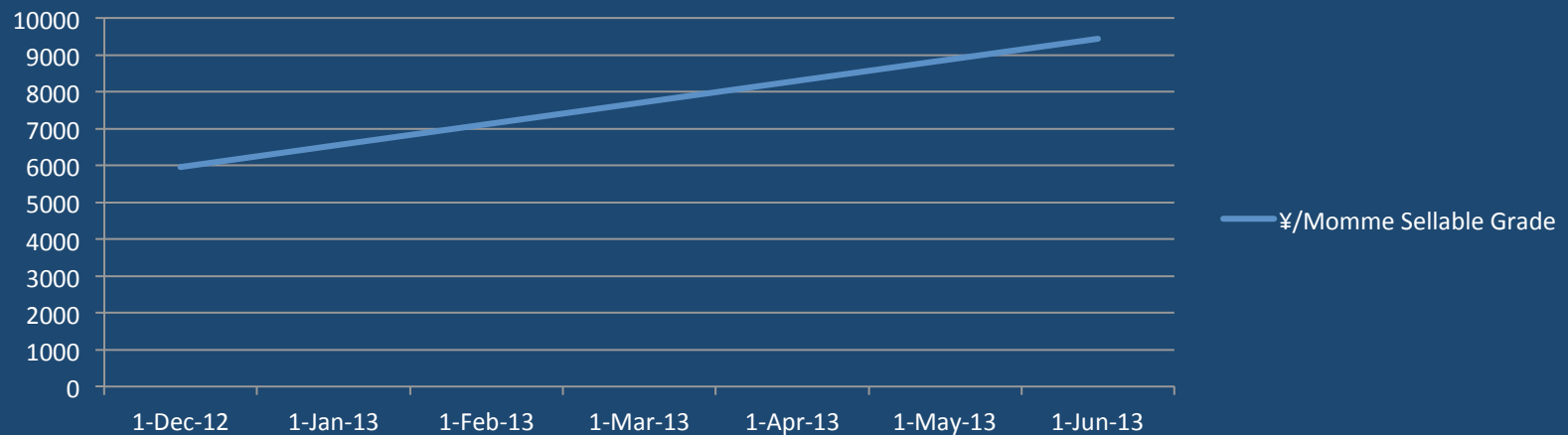
PEARLS AND PERFUMES

2013 AGM

# Pearl Prices and Market Trends

- Average pearl price is 50% higher than the average price last year.
- Increase in pearl prices is being driven somewhat by the reduction in the number of pearl farmers in the market.

**Average Pearl Price**



# Pearl Farms

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- Our Lembata 2<sup>nd</sup> technical hub is now fully operational with production now matching North Bali.
- Alor and Punggu pearl farms are now producing excellent quality and lustre pearls comparable with our world-leading Aljui site in West Papua.

# New Appointments

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- The growth of the business has also been demonstrated in the appointment of key new positions within the business, with the company attracting internationally recognised personnel.
- Pierre Foullard – Business Development Manager – Pearl value adding
- Brad Cunningham – Bali Retail Manager
- Lisa Lods – Business Development Manager - Flavours and fragrances
- Kym Basso – Creative

# Pearl Retail

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- Focus on product range and design with the view to increase profits and lift the brand within the marketplace.

# Product Development

- Crystallisation of our product branding, strategic direction and alignment with pearl retail position and marketing.



**ATLAS**  
PEARLS AND PERFUMES

# Essential Oils of Tasmania

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- Production: Boronia 2013 harvest has been completed.
- High yields due to process and genetic improvement.
- Strong market demands exist for this crop.
- Investigation into wild harvest opportunities of Boronia in Western Australia to meet the high demand.
- Pearl shell milling equipment has been commissioned this year allowing cosmetic grade powders to be manufactured.
- CO2 Extraction Plant commissioned – pure extracts; marketing advantage
- EOT are achieving sales targets
- Appointment of Lisa Lods to drive New Business development.

# Essential Oils of Tasmania

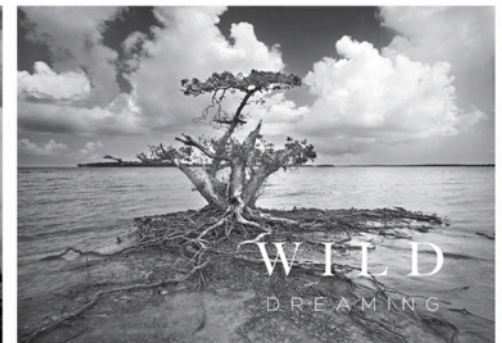
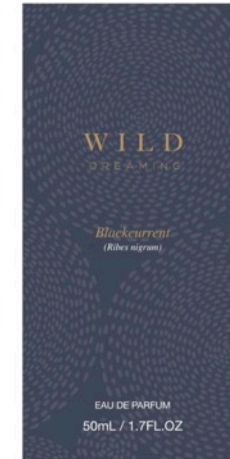
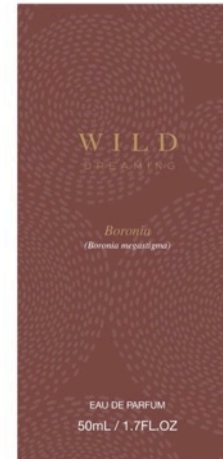
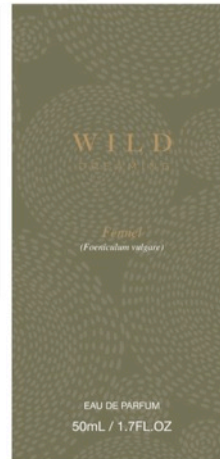
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- **Marketing Trip: Europe and USA: 4 to 15 November 2013**
- **Objectives**
  - Introduce new Marketing and Business Development Manager, Lisa Lods to cliental.
  - Review contacts with key Flavour and Fragrance Houses and clients – particularly in relation to Boronia and Tasmanian Native Pepper.
  - Research and Development collaborations.
- **Outcomes**
  - Overall strong interest, particularly in Boronia, Pepper, Truffle and Seaweed Extracts
  - Market excited by innovative and biologically diverse projects in the EOT/Atlas portfolio.
  - Strong interest in sustainable, wild harvest options, e.g. Boronia harvest, WA.
  - New clients.



# EOT – Retail Brand

- Development of an Essential Oils of Tasmania retail brand and range of products.



# THANK YOU

