

# ATLAS

PEARLS AND PERFUMES

ABN 32 009 220 053

**ASX RELEASE**

ASX: ATP

12th November 2013

## **Gross Revenue up by 57% to 31<sup>st</sup> October 2013**

Revenue for the Atlas Pearls and Perfumes group was \$6.1M for the period 31 July to 31 October 2013, an increase of 57% when compared to the same period in 2012.

Another recent successful pearl auction in Japan yielded AUD\$1.7M in sales at 20% over reserve prices. Atlas Sales and Marketing Manager' Tim Jones commented "Atlas South Sea product was keenly sought by the companies that attended the event which was held on October 23<sup>rd</sup> and 24<sup>th</sup> at the Kobe Pearl Centre". Mr Jones further commented "that the pearls on display demonstrated that Atlas' selective breeding program is now starting to reap dividends with the most recent harvest of pearls showcasing excellent lustre and complexion". A further auction is schedule for December of this year.

Our value added division continues to build momentum with sales of \$855,000 to the end of October 2013 up 20% on the same period last year.

The integration of Essential Oils of Tasmania in the Atlas Group is progressing to plan with sales of \$801,000 to the end of October 2013. This result is as forecast at the beginning of the current financial year.

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 "natures 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