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**ASX RELEASE**

**ATP**

**Atlas Pearls and Perfumes and Nomad Two World's Introduce World Senses:  
Video Interview and Transcript.**

Atlas Pearls and Perfumes Ltd (ASX:ATP) ("Atlas" or the "Company") is pleased to release interviews with the principles of Nomad Two World's Russell James (Founder) and Joyce Lannigan (CEO) and Atlas CEO Stephen Birkbeck explaining the joint venture World Senses and the coming together of pearls and perfumes including an introduction to the brands Raw Spirit and the pearl inspired Sea Spirit. The interviews were conducted during the launch of the first of the Raw Spirit range, Fire tree and features Nyoonga statesman, Dr Richard Walley speaking on the significance of the collaboration and creation of Fire Tree, the first of the Raw Spirit products.

The interviews can be viewed at: <https://vimeo.com/channels/3000hands>

*Note: For best results when viewing, allow the video to download prior to playing.*

Yours faithfully

**Stephen Birkbeck  
Executive Chairman & CEO  
Atlas Pearls and Perfumes Ltd**

**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 "nature's 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.



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## **ATLAS PEARLS AND PERFUMES AND NOMAD TWO WORLD'S INTRODUCE WORLD SENSES**

### **VIDEO TRANSCRIPT**

**KEY:** RJ – Russell James of Nomad Two Worlds and Studio Russell James Inc.

JL – Joyce Lanigan – CEO Nomad Two Worlds; CEO World Senses Pty Ltd

RW – Richard Walley – Nyoongar Aboriginal

SB – Stephen Birkbeck – Chairman and CEO, Atlas Pearls and Perfumes Pty Ltd

**RJ:** You have to believe in some kind of outer force occasionally, because the way I came together with Richard Walley was originally through art.

I was doing an Art project for ‘Nomad Two Worlds’ and I asked Richard to collaborate, and through Richard, I met Steve, and a triangle formed.

**RW:** What brings us all together is probably what we call - collective consciousness.

**RJ:** It’s about opportunity. We all see the same thing - opportunity for everybody.

I come from a creative background and one of the best things that happened to me was a person called Joyce Lanigan who was heading the business of a major legal firm in Western Australia. She came to me and said I will be the business part of what you are doing. And one of the first things she did was to say “I want you to meet Atlas Pearls; I want you to meet Stephen Birkbeck and have discussions, because we’re going heavily into the fragrance business”.

What seemed entirely irrational - a pearling company and a branding company like ours, coming together to create a fragrance - is entirely logical when you dig deeper.

**JL:** I think it’s quite funny because working with Russell and then working with Steve, there’s a lot of similarities between their personalities and sometimes I feel like I’m more like their mother than the CEO.

**SB:** It’s been a long eighteen months in terms of getting the potential aspects of this investment sorted out, given all the legalities.



I mean this joint venture is a partnership between Nomad Two Worlds and Atlas South Sea Pearls.

**SB:** (*Talking about “Raw Spirit” fragrance oil*) This is the literal bond between the three separate parties: so Atlas South Sea Pearls (ourselves); combining with Nomad Two Worlds (Russell James); and Richard Walley and the Nyoongar community of Western Australia in the south west - but also it symbolizes far more.

**RW:** Raw Spirit has been around for thousands of years and it’s also been in the general public domain for quite a few years as well. Some people have had extracts of it for quite a while. That’s the beauty of it; it’s not what we call a classical perfume or a classical essential oil, it has got its own character – it’s got what we call textures and flavors.

**JL:** But I would have to say Steve and I are actually incredibly aligned from a business perspective; we both come from a place of wanting to do something that is not just about making money but about doing it in a way that is fair to everybody that we’re involved with.

**SB:** This has been the hardest, most incredibly difficult extraction technically that I ever encountered and that’s what this is (*shows perfume*): it’s a perfume that has been extracted from the pearl. The color of that perfume, as you can see, is milky - it’s a pearl milk. So we have actually been the first company in the world to even think about doing this. We are definitely the first company to extract perfume from a pearl.

**RJ:** It smelt like the sea to me, and added to that a moisturizing delivery system, and I said “we have a global product here that is very authentic”.

**SB:** And from a marketing point of view we are able to sell perfume into the jewellery industry as a consequence.

**RJ:** We just saw this massive potential to create a fragrance and a ‘young pearl opportunity’ for a younger market, and to transfer the pearl idea or the notion of the pearl from being something a grandmother hands down to a mother into something that is young and alive and a living micro organism.

**SB:** We are making a really bold move as a stock exchange company in Australia. We have been recognized in our country, in Australia in the pearling industry, as a leader in that game.



**RW:** Secrets don't take too long to get out, but new movements, new ways are always a hit, and I think that's the answer: "Don't be afraid of the unknown."

**SB:** So why would you join pearls and perfumes? If you look at the common denominator of anyone in business:, they have a customer, and interestingly when you look at the demographics and control and the power of the jewellery brands of the world, many of them make perfumes and pearls.

So in terms of corporate social responsibility we should unashamedly point out the benefits we get commercially from any engagement we have with communities. As long as their work is not exploited, and as long as that work is a win/win, then the indigenous communities themselves want us to succeed because it's companies like us that are making that effort and if we succeed, the community succeeds. And so Richard and I created something really simple – the "Songman Circle of Wisdom" protocol - the simplest of protocols; it just asks companies that use traditional plants to pay a royalty - on a voluntary basis.

**RJ:** For me going to Indonesia is about connecting what has become this amazing initiative around the pearl, by connecting back to the humanity of it, and the people and the families that are involved.

**JL:** That's success, and on the back of that, if that success means that we have kept people in jobs that would not ordinarily have those jobs and we've given them a sense of self respect and an opportunity to be an economic equal in this world, that's exactly where we want to be.

**SB:** I'm trying to capture that message and reflect that message into our brand values, and if we can do that, if our brand can reflect that we are a pioneer of social change, and if we can communicate that to the business community and get others to follow us, then it is a job all done.