



ATLAS

SOUTH SEA PEARL



vision

Production

To use the Atlas pearling foundations, revenues and liquidity to expand production and become the world's leading supplier of high value precious white/silver pink 10–14 mm pearls.

Product Innovation

With one of the world's largest high quality bio-masses of pearl oysters, to unlock the health and beauty benefits of the pearl nacre.

Product Design

Expand the use of this bio-crystal into a wide range of luxury goods.



mission

global leader in **ECO** pearling


Environmental Custodianship of the Oceans

Our greatest asset are the pristine sea leases which yield south sea treasures. Sustainable pearling requires that we invest in the regional waters that we operate to protect the ocean's health to support the sustainable unlocking of it's treasures.

Our focus is reducing plastic pollution and silting from vegetation over-clearing.

track record

20 years establishing a foundation



“Atlas is extremely well managed and very efficient. The quality of their pearls is correspondingly high and cannot be compared with the Indonesian average”

Andy Muller, Kobe - “Analysis of the Global Seawater Cultured Pearl Industry”.

Competitive advantage

luxury supply chain

**A supplier of choice in precious ocean treasures
Leveraging off a network of strategic relationships**

Scale through seeding of a record number of oysters in 2011 (619,000)



In 2009-2012 there has been a major retraction in the production of South Sea pearls with many farms in Indonesia and Australia closing. Atlas has created a unique juxtaposition of producing high quality pearls at a low cost of production.

Atlas has acquired unviable smaller pearl farms, counter current to global trends and expanded it's production base.

new initiatives

More efficient use of new lower cost farms sites

Pearl injected signature molecule, anti aging, lustre enhancing slow release perfumes

New Jewellery Wholesale Client base

management

A dramatic sunset or sunrise over a body of water. The sky is filled with vibrant orange and yellow clouds, with the sun low on the horizon. The water in the foreground is dark and reflects the light from the sky. On the right side, there are dark silhouettes of trees or land.

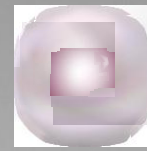
New CEO and CFO in place with prior track record of together increasing enterprise value for Shareholders

Building a culture of accountability and rewards for outstanding performance throughout the Company

First review has identified cashflow savings in the order of \$1.5M-\$2.0M

innovate

micronized mother of pearl powder –
extracts of bio-active powder/tissue



perl'eco

BY ATLAS SOUTH SEA PEARL



Creating new high value exports from by-products

ATLAS has acquired Perl'eco in 2011 with key extraction, market branding, distribution and product IP that is now ready for commercialization.

Cosmetics, perfumes, cosmeceuticals, nutraceuticals and pharmaceuticals under joint development between Atlas and leading specialists and facilities in Paris.

production objectives



Increase to four hatcheries by 2013
(Currently have two hatcheries in operation)

Focus on strategy to increase Pearl Quality over Quantities via selective breeding and growing

Restructure

Executive Input

Risk Management: Tony Fitzpatrick

Fiscal Systems: Steve Gleeson

Marketing: Steve Birkbeck

Branding: Russel James



collaboration

Lauren Haynes (Albany model) – Perl'eco ambassador

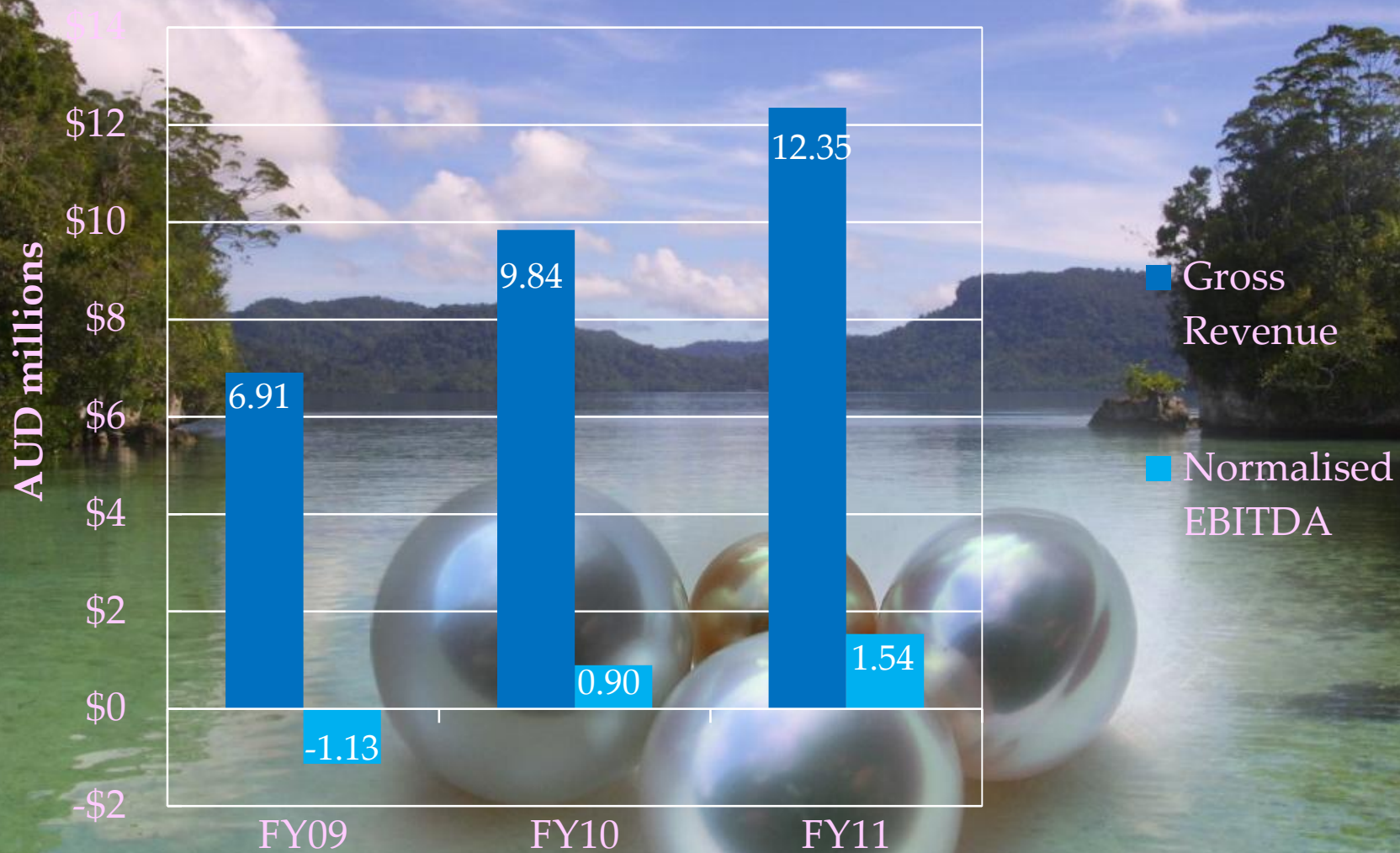


Perl'eco retail outlet in Claremont opened in October 2011 by Donna Karen (Urban Zen) and Russell James, world renowned Australian photographer based in New York.



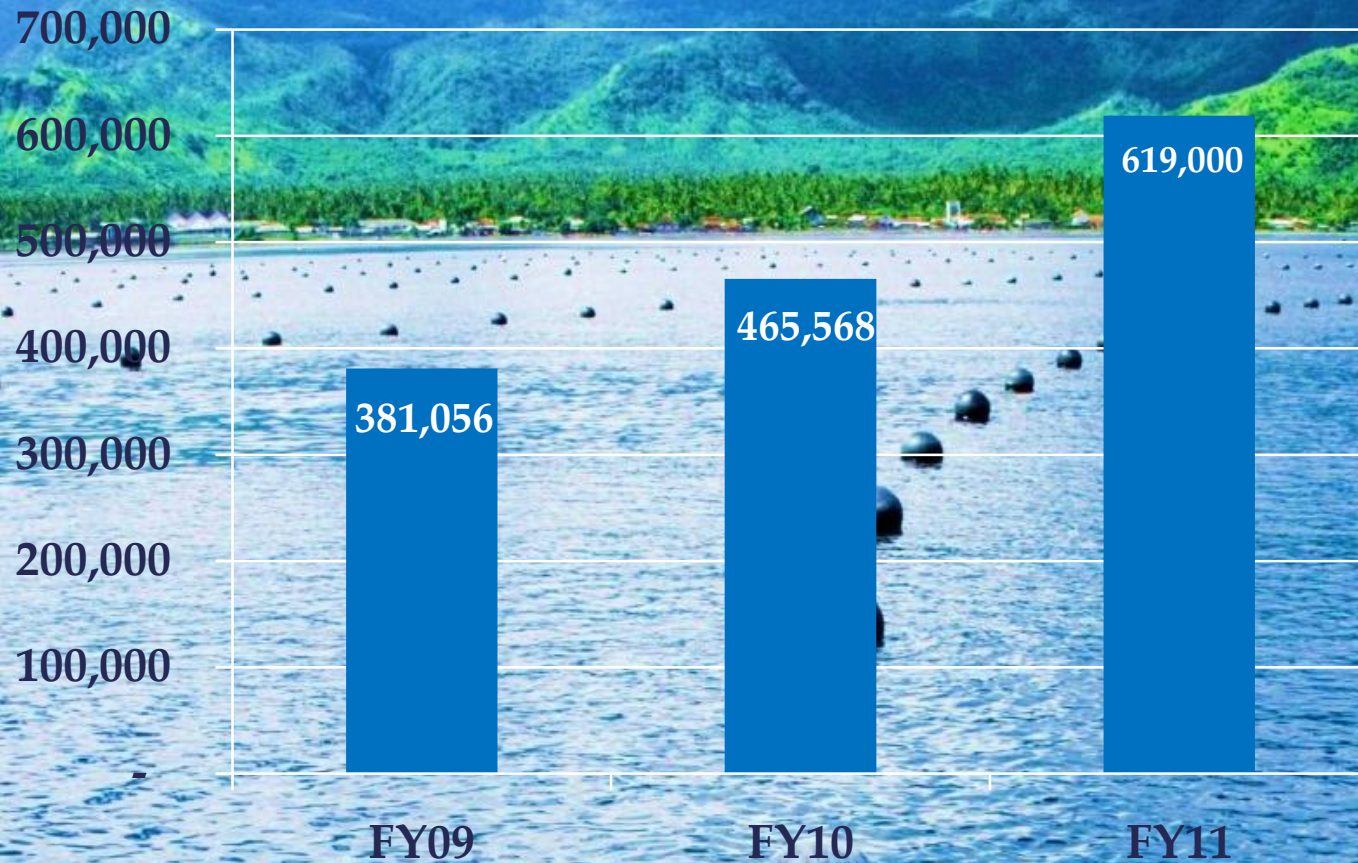
Nomad Two Worlds – gallery taken in Perth retail space, synergy through a strong common commitment to giving back to indigenous communities.

financial growth



production growth

Total Oysters Seeded



retail growth



wholesale opportunity

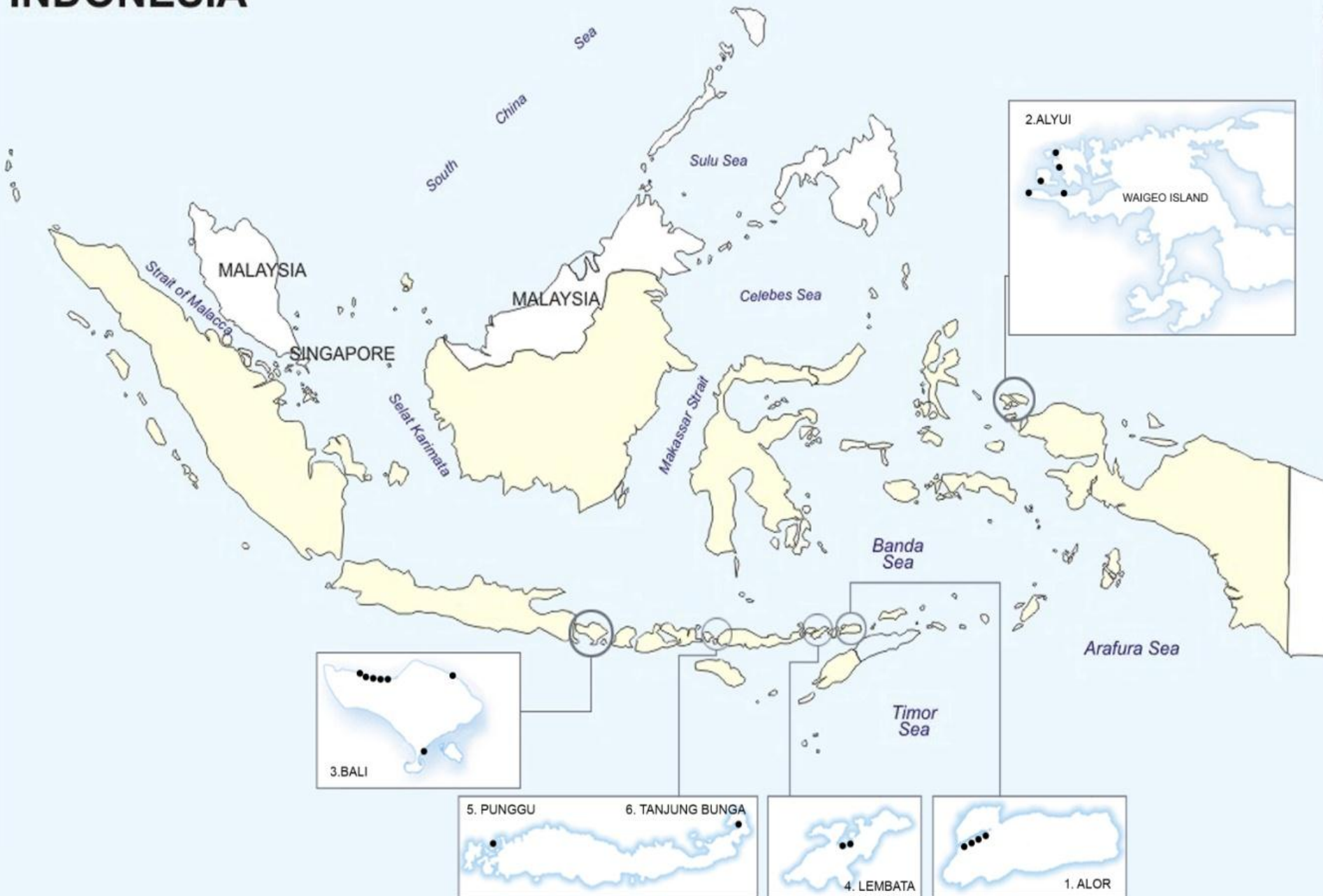


Distribution of Perl'eco jewellery through one of the largest retail brands in Australia

Opportunity to distribute Perl'eco jewellery through large distribution chains in Eastern Europe, USA and China

Value adding of MOP shell and pearl oyster meat with volume distribution

INDONESIA



responsibility

corporate **social** responsibility



an investment into a sustainable future

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