

# SHAREHOLDER ANNOUNCEMENT

## ABUNDANT NATURAL HEALTH (ANH)

Abundant Natural Health markets defined:

- Release of new products to market
- Abundant Natural Health is focused on natural pain relief and works within the Health and Wellness markets valued at US\$4.2 trillion. The three main focuses presently are:
  1. Psoriasis: Psoriasis is a chronic inflammatory disease that affects the skin and joints. With over 125 million sufferers and with no chance for an immediate cure. Psoriasis Drugs Market to Reach USD 39.00 Billion By 2027\*.
  2. Pain Management: Abundant Natural Health identifies pain as being joint and muscle aches/pains, mild arthritis and osteoarthritis, cramps, symptoms from headaches and others. The global market for pain management will grow from nearly \$36.1 billion in 2017 to \$52.0 billion by 2022\*\*.
  3. Inflammation: Inflammation is triggered by the defence system of the body in response to harmful stimuli, damaged cells, irritants and microorganisms. The Anti-Inflammatory Therapeutics Market is expected to garner \$106.1 billion by 2020, registering a CAGR of 5.9% during the forecast period 2015-2020\*\*\*. It is a market which includes both the psoriasis and pain management, but also includes other inflammatory conditions such as diabetes, migraines, cardiovascular problems, high blood pressure, cholesterol and osteoporosis.

Abundant Natural Health is positioned in a growing market that is now even more relevant due to a pandemic where being in optimal health has become the major issue and focus for seemingly healthy people through to those living with debilitating conditions and illnesses.

## CURRENT PRODUCT RANGE

The biggest selling range for Abundant Natural Health is Ocean Soothe. It was created by a psoriasis sufferer to help other psoriasis sufferers. It is an inflammatory disease that is currently incurable and the current approaches are hard lined biologics, chemotherapy drugs, steroids or traditional tars and oils. Each have their advantages and risks. Biologicals are new and as such all psoriasis sufferers are wary that they could be found to have other detrimental side effects. Current drug treatments have been found to have terrible, long-term side effects such as cancer or destruction of vital organs including liver and kidney. The Ocean Soothe range was developed to get rid of the itchiness and scaling caused by Psoriasis and is very effective at doing this. It is well received as an all-natural product which the current demographics of Psoriasis sufferers are welcoming. We have recently launched a Psoriasis scalp treatment that has been very well received by our online Psoriasis community and are currently conducting a trial on an inversion body wash which any Psoriasis sufferer would understand if they are suffering from Inverse Psoriasis. Our vision is to be the "House of Psoriasis" who will support Psoriasis sufferers all over the world, naturally.

The MAG I.C. pain relief range has been on the market for two years and has a very strong following and brand recognition with users. Abundant Natural Health have a huge number of repeat loyal customers who swear by our magnesium products and sales shows this to be correct, repeat customers are cherished as a real asset to the company. The Pain Relief range is particularly loved by the elderly suffering from lifelong aches and pains. Abundant Natural Health's are natural pain relieving solutions made and sourced in Australia and we continually prove that science works and results speak louder than words.. Mag I.C Lotion was launched in March 2020 complements the range with good sales already recorded. This week we released the Ache Relief Magnesium Bath Soak to relax those tired muscles and busy minds after a long day. This is endorsed by Caroline H Groth our brand ambassador who has recently signed on to promote MAG I.C for another 12 months.

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## NEW PRODUCTS

Hand Sanitiser for COVID-19. The period was six weeks starting 1st March and finishing 7th May 2020. ANH developed three products to fill a demand for clean protected hands for a market that was depleted of all sanitising products. We managed to develop, source raw material, manufacture and pack approximately 20,000 units of non-alcohol hand sanitizer for people with sensitive skin. All products were sold in Australia on-line and through selective pharmacies. Organic traffic on our web site reached over 140,000 increasing our brand awareness by substantially. Our ongoing plan for Safe Hands is that we will range SAFE HANDS – Sensitive Skin which is now proven to be a 2nd generation with a 99.999% bacteria kill rate within 30 seconds, which is the same as alcohol and longevity of the protection to 48hrs, alcohol sanitizer has no lasting protection. We believe that COVID-19 will be present for the near future and people are changing the way they practise general hygiene. Many Australian's can no longer tolerate the continual use of harsh alcohol based sanitisers and this is where our opportunity lies. Children, the elderly, the compromised, sufferers of skin conditions all need an alternative and SAFE HANDS – Sensitive Skin is this alternative.

Abundant Element is an anti-inflammatory tonic released in early May. This product has a strong focus on inflammatory diseases such as diabetes, pulmonary heart diseases, arthritis and other similar chronic inflammation diseases. The product is based on Deep Ocean Water which is a natural anti-inflammatory and we have many people trialling the product who have shown great improvement in a number of conditions from brittle bone disease, Psoriasis and osteoporosis.

## PIPELINE PRODUCTS

We have over 10 new products always in the pipeline. All new product development falls within our long-term vision. Provide the world with natural pain relieving solutions that can be used as a stand alone solution or to complement other treatments recommended by a healthcare profession.

## LOCAL MARKET

Abundant Natural Health is in over 1,000 independent pharmacies nationally for both the Ocean Soothe and MAG I.C. Pain Relief ranges. Presently in discussions with pharmacy banner groups for further expansion into this lucrative market, our products sell well under recommendation so we plan to forge solid relationships with Pharmacies, train their team and work together to increase sales. With the new release of our MAG I.C. Lotion and Ocean Soothe Scalp Relief we are working with the current distributors to further extend our product presence in pharmacy. All products are supported with in store point of sale such as counter units and floor bins and further promotion digitally will tie in with these groups.

Our Shopify sales continue to grow with a strong digital marketing plan.

## EXPORT MARKET

### CHINA

Our WeChat site continues to grow with the new products being launched earlier this month. Continued distribution through Groupon type sites commencing next month and continued negotiations through a prominent online pharmaceutical and hospital supplier. Abundant Natural Health kick starts a large marketing campaign to support our online distributors in the coming month to further engage brand awareness and sales on these platforms.

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## NORTH AMERICA

Abundant Natural Health broker Market Solutions Inc. (MMI) have commenced the sell in of our Ocean Soothe Lotion & Gel and Magnesium Spray and Gel. COVID-19 has delayed the manufacturing of our product in the US a few months, which works well for our retailers as they have pushed back their review dates. Scheduled for a August 2020 release date and a marketing campaign to heavily support the rollout over the next 12 months.

As we leave the ASX on the 9th June I would like all shareholderS to email [admin@abundantproduce.com](mailto:admin@abundantproduce.com) with your name and address so that we can send you regular updates on the company. We will also be sending all shareholderS a 7 pack of our Element shots to try and understand our new product.

Tony Crimmins

CEO

Approved by the board to release

\* Psoriasis Drugs Market to Reach USD 39.00 Billion by 2027 ([globenewswire.com](http://globenewswire.com) 22 January 2020)

\*\* The global market for pain management will grow from nearly \$36.1 billion in 2017 to \$52.0 billion by 2022 ([bccresearch.com](http://bccresearch.com) August 2017)

\*\*\* Anti-Inflammatory Therapeutics Market is expected to garner \$106.1 billion by 2020, registering a CAGR of 5.9% ([alliedmarketresearch.com](http://alliedmarketresearch.com) September 2015)

Tony Crimmins, Chief Executive Officer

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