



# Disclaimer

All currency amounts are in A\$ unless otherwise stated.

This presentation has been prepared by Bioxyne Limited ("Company"). It does not purport to contain all the information that a prospective investor may require in connection with any potential investment in the Company. You should not treat the contents of this presentation, or any information provided in connection with it, as financial advice, financial product advice or advice relating to legal, taxation and investment matters.

This presentation is provided expressly on the basis that you will carry out your own independent enquiries into the matters contained in the presentation and make your own independent decisions about the affairs, financial position or prospects of the Company. The Company reserves the right to update, amend or supplement the information at any time in its absolute discretion (without incurring obligation to do so).

Neither the Company, nor its related bodies corporate, officers, their advisers, agents and employees accept any responsibility or liability to any person or entity as to the accuracy, completeness or reasonableness of the information, statements, opinions or matters (express or implied) arising out of, contained in or derived from this presentation or provided in connection with it, or any omission from this presentation, nor as to the attainability of any estimates, forecasts or projections set out in this presentation. Pursuant to the general law (whether for negligence, under statute or otherwise), or any Australian legislation or any other jurisdiction. Any such responsibility or liability is, to the maximum extent permitted by law, expressly disclaimed and excluded. Nothing in this material should be construed as either an offer to sell or a solicitation of an offer to buy or sell securities. It does not include all available information and should not be used in isolation as a basis to invest in the Company.

## Forward Looking Statements

This presentation contains reference to certain intentions, expectations, future plans, strategy and prospects of the Company. Those intentions, expectations, future plans, strategy and prospects may or may not be achieved. They are based on certain assumptions, which may not be met or on which views may differ and may be affected by known and unknown risks. The performance and operations of the Company may be influenced by a number of factors, many of which are outside the control of the Company. No representation or warranty, express or implied, is made by the Company, or any of its directors, officers, employees, advisers or agents that any intentions, expectations or plans will be achieved either totally or partially or that any particular rate of return will be achieved.

Given the risks and uncertainties that may cause the Company's actual future results, performance or achievements to be materially different from those expected, planned or intended, recipients should not place undue reliance on these intentions, expectations, future plans, strategy and prospects. The Company does not warrant or represent that the actual results, performance or achievements will be as expected, planned or intended.

# Investment highlights

---

- Bioxyne Limited (ASX: BXN) is a fast-growing Australian listed company, selling functional foods and probiotics into Asia Pacific markets
- Quality, dairy-based products, developed in Australia and New Zealand
- Foundation channel laid through PCC® ingredient sales to Chr. Hansen and Nuskyn with around \$2 million in annual sales
- New growth channel – direct sales of proprietary Bioxyne and Bioxyne International products – to deliver growth. New direct sales channel substantially focused on China and South East Asia
- Experienced Board and Management team – CEO, a highly experienced direct sales executive, currently building direct marketing infrastructure and distribution networks
- 450% share price appreciation over last 12 months, driven by support for change of company strategy and launch of new products into direct sales channel



# Our mission: bringing science to wellbeing





# Quality products and ingredients

---

- ⌘ Products are primarily sourced from and / or developed in Australia and New Zealand
- ⌘ Our product development is underpinned by a strong clinical and scientific foundation
- ⌘ Products are marketed under the **Bioxyme International** brand.



# Multi-channel growth strategy



## Direct sales channel – China and South East Asia

- Major growth channel – products sold through Bioxyne International
- Malaysian license granted in Oct 2017
- Initial sales made in Malaysia and marketing plan to ramp up growth



## PCC® Ingredient sales to Chr. Hansen & Nuskun

- Bioxyne has been selling raw PCC® probiotic ingredient for > ten years
- Probiotic used as key ingredient in supplements sold by Sanofi et al
- Steady revenue base with current revenues around \$2m p.a. with good margin



## Affiliate sales and marketing – Australia

- Affiliate sales channel launched in late 2017
- Targeting gut health experts and publishers – building brand champions
- Acquisition plan in place to target channel growth



# Bioxyne's consumer health and beauty products





## BK18 – Dairy Based Food Supplement

A family breakfast replacement and/or nutritional drink to boost the immune system and improve wellbeing.

A New Zealand dairy-based formula, combined with probiotics and vitamins. Dairy ingredients sourced from the world renowned dairy region of Waikato.





# Allura – Weight Management for Women

A beauty drink with soy protein and apple fibre and marine collagen extract.

Encourages weight management while promoting a younger looking skin.





## Mustang



A revolutionary nutritional shake designed to support men's healthy weight management.

Mustang combines satiety factors that reduce feelings of hunger with prebiotic fibre to support a healthy gut environment with a wide range of vitamins and minerals, including deer velvet for improving men's vitality.



# mymana

*Mixed skim milk with colostrum & honey*



**Made in New Zealand**  
from local and imported ingredients

Powder Beverage

450g

## Mymana

Mymana is a unique colostrum and honey based dairy formula product

Daily consumption supports a healthy immune system with sustained energy and wellbeing for the entire family.

# BEssence



New Zealand's best anti-ageing serum.

BEssence contains a combination of natural ingredients to reduce fine lines and wrinkles.

Ingredients include bee venom, and Swiss apple stem cells, which stimulates naturally occurring collagen and elastin, and reduces wrinkles making skin look younger.





## Progastrim® for gut and immune health

- Protects against traveler's gut problems
- Improves bowel function
- Reduces severity/duration of cold and flu
- Boosts immune response to flu vaccine
- improves quality of life

### Progastrim®

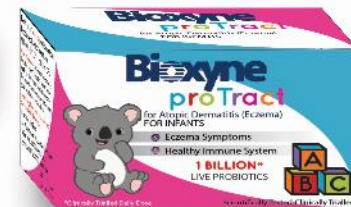




## protract® - For Infants with eczema

Relieves symptoms of moderate to severe eczema in infants. Supports a healthy immune system

## proTract® for Atopic Dermatitis





# Direct sales: Malaysian operations start – Nov 17



Bioxyne's Managing Director, Mr N H Chua, receiving the Direct Sales License for Malaysia from the Secretary-General of Domestic Trade Malaysia, Dato Jamil Bin Saleh.

# Malaysian launch of men's health product, Mustang



Mustang, Bioxyne International's weight management and vitality product for men launched on 28 January 2018 into Malaysian market



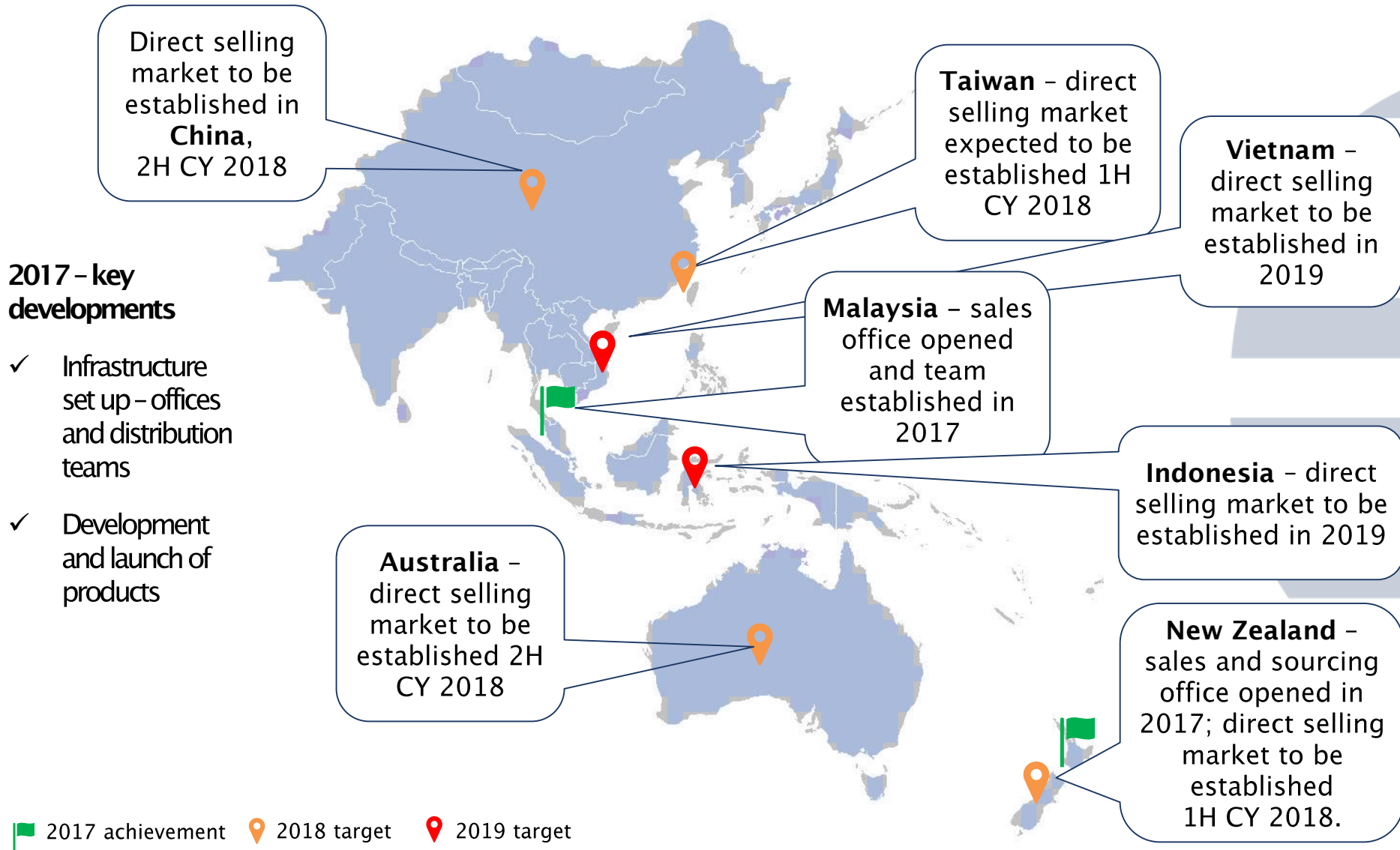
# Strong interest in Mustang from launch event



## Launch drives conversion of initial reseller agreements

- Presentation and product education
- Distributor purchases
- Support for distributors through website
- Compensation plans
- Conventions – and key seller incentives / recognition

# Setting up for growth – Direct Sales into SE Asia





# Australian affiliate sales commenced – Oct 2017



## Odette Blacklock on finding her way to health and fitness

March 10, 2017 - The Daily Mail



Bioxyme affiliate, Odette Blacklock, is a fitness and health enthusiast who has found her way to health and fitness through the use of Progastrim. She is a fitness and health enthusiast who has found her way to health and fitness through the use of Progastrim. She is a fitness and health enthusiast who has found her way to health and fitness through the use of Progastrim.



## Lee Holmes: How I take care of my own gut

January 16, 2017 - The Daily Mail

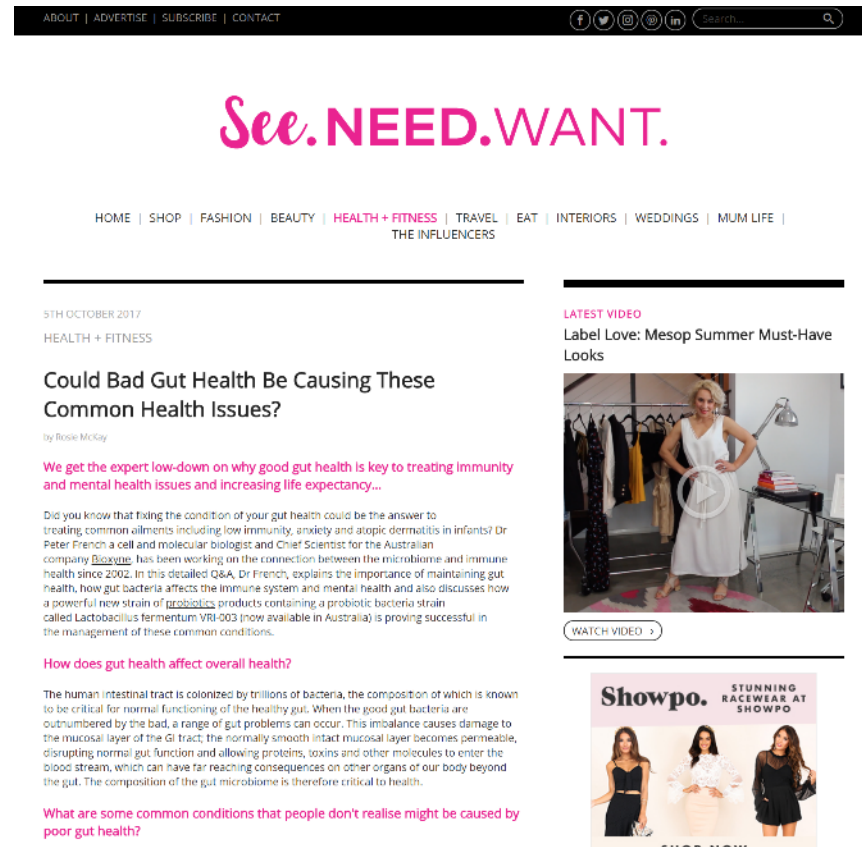


Influencer breakfast in 2017 drives interest in and demand for affiliate and wholesale sales of Progastrim®

# Affiliate / influencer strategy

Building an army of influencers who are invested in the clinical benefits of Progastrim® and proTract®:

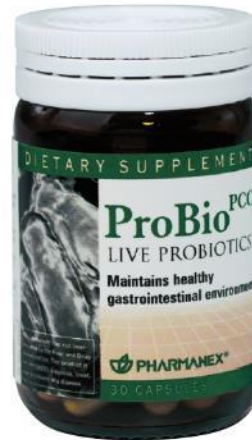
- Targeting health practitioners, gut health experts and publishers
- Referral agreements in place, with commissions paid monthly
- Bioxyne marketing supports influencers and affiliates with resources to help them market the product range
- Early stage strategy





# PCC® Ingredient sales

- PCC® is the active ingredient in existing products distributed globally
- Active ingredient manufactured by industry leader
- Products manufactured and distributed in USA and Europe via key industry relationships



# PCC® is effective in boosting human health

Clinical studies conducted by Bioxyne indicate that PCC® has significant beneficial effects in gut and immune health:

- ✓ Reduces the severity and duration of cold and flu symptoms
- ✓ Reduces the symptoms of eczema in babies
- ✓ Reduces gas, bloating and other gastrointestinal symptoms
- ✓ Boosts general health and wellbeing
- ✓ Boosts the efficacy of the flu vaccine





Title	Territory	Patent no.	Status	Priority Date
Probiotic Bacterium <i>Lactobacillus fermentum</i>	Australia	2003245473	Granted	17-Feb-03
	Australia	2003258366	Granted	8-Sep-03
	Brazil	PI0314060.1	Granted	6-Sep-02
	Canada	2497989	Granted	8-Sep-02
	China	ZL03823833.0	Granted	8-Sep-02
	Europe	1539927	Granted	8-Sep-02
	Japan	4455333	Granted	8-Sep-02
	New Zealand	538640	Granted	8-Sep-02
	Singapore	200501398.2	Granted	8-Sep-02
Treatment of Skin Disorders	Europe	1482959	Granted	17-Sep-02

# Corporate overview

Market data	
<b>ASX ticker</b>	BXN
<b>Market cap</b>	\$57.6 million as at 23 Feb 2018
<b>Shares on issue</b>	640,145,398
<b>Performance rights for CEO</b>	40,000,000 based on achieving milestones
<b>Performance rights in Trust for distributors</b>	10,000,000 based on achieving certain sales hurdles
<b>Annual revenues</b>	~\$2 million
<b>Cash reserves</b>	\$4.2 million as at 31 Dec 2017

Top 10 shareholders		
Rank	Holder name	%
1	Cust Nom Co Ltd	12.90
2	Chua Nam Hoat	8.92
3	Ng Peng-Hyang	8.05
4	Forsyth Barr Custs Ltd	5.16
5	Waitara Ttees LTD	3.91
6	Chia Kee-Siong	3.60
7	P Ford Super PL +Diskdew	3.50
8	Ho Anthony + Chui	3.28
9	Hanna Makram + Rita	3.17
10	Hsu Chun-Chieg	3.12



# Share price performance – Nov – Mar 18

## Bioxyne Limited Chart



Markers  
indicate ASX  
releases






December  
spike resulted  
from launch of  
NZ dairy  
formula  
product (BK18)  
in SE Asia and  
initial sales, as  
well as launch  
of Allura and  
BEssence

# Experienced leadership team

- **Tony Ho: Non-Executive Chairman.**  
Extensive corporate finance and governance experience include Arthur Yates & Co, M. S. McLeod Holdings Limited (Downtown Duty Free), Galore Group Limited (Barbeques Galore) and Brazin Limited (Bras N Things, Sanity Music).
- **NH Chua: Managing Director.**  
Over 33 years' experience in the direct selling industry. Vice President Asia Pacific for New Image Limited for over 10 years.
- **Patrick Ford: Non-Executive Director**  
A Sydney-based stockbroker and Director, Equities at Veritas Securities Limited. Over 25 years experience as a financial markets advisor.
- **Max Parkin: Executive Director**  
Over 35 years' experience of dairy management and consulting experience in New Zealand, Australia, China and South East Asia Pacific, the Americas, Africa and the Middle East. Previous roles include GM Manufacturing and Director International Manufacturing Fonterra, Non-Executive Director New Image and Director Miraka Limited.
- **Guy Robertson: Company Secretary/CFO**  
Extensive experience as ASX listed company secretary, CFO and Director, previous experience includes GM Finance Franklins Limited

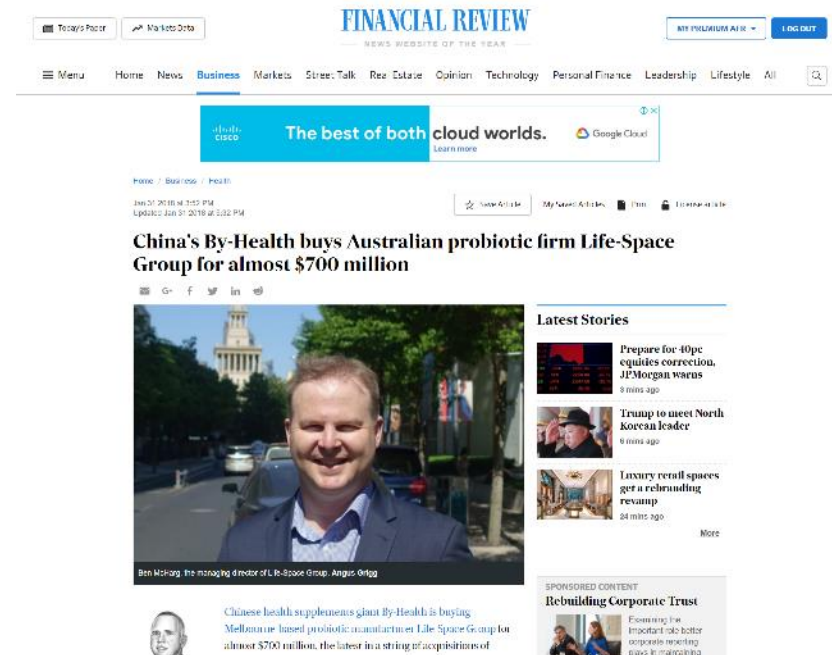


# Comparables

	A2	Bellamy's	Wattle Health	Bubs	Bioxyne
					
<b>Exchange / ticker</b>	A2M	BAL	WHA	BUB	BXN
<b>Market cap</b>	\$6 billion	\$2 billion	\$224 million	\$354 million	\$57.6 million
<b>Revenue</b>	A\$337 million	\$240 million	\$621k (1/2 year)	\$3.2 million (1/2 year)	\$770k (1/2 year)
<b>Profit</b>	\$52 million	\$35 million	-\$4 million (1/2 year loss)	-\$4 million (1/2 year)	-\$723k (1/2 year loss)

# Life-Space – January 2018 Chinese Acquisition

- China's By-Health announced it would acquire Melbourne-based, Life-Space Group in Jan 2018
- Deal had an enterprise value of \$690 million AUD, and Life-Space revenues were reported to be \$71 million in FY17
- Deal marks the latest Chinese acquisition of an Australian healthcare company, following three years of growing investment demand from China into Australia in healthcare
- Strong demand for attractive assets in the world's fast-growing consumer market for vitamins, infant formula and supplements





# Investment summary

---

- High growth Australian listed company, selling functional foods and probiotics into Asia Pacific markets
- Quality, dairy-based products, developed in Australia and New Zealand
- Foundation channel laid through PCC® ingredient sales to Chr. Hansen and Nuskyn with around \$2 million in annual sales
- New growth channel – direct sales of proprietary Bioxyne and Bioxyne International products – to deliver growth. New direct sales channel substantially focused on China and South East Asia
- Strong news flow expected over coming 6 to 12 months, built around launch into new SE Asian markets



## Contacts:

**N.H. Chua – Chief Executive Officer**  
**+ 603 7931 9892**

**Anthony Ho – Non-Executive Chairman**  
**+ 61 2 9078 8180**

**Bioxyne**  
Bringing Science to Wellbeing

Corporate Office: Suite 506 Level 5, 50 Clarence Street, Sydney NSW 2000  
T : +61 2 9078 8180 E : [info@bioxyne.com](mailto:info@bioxyne.com) W : [www.bioxyne.com](http://www.bioxyne.com)