



REDOX

INVESTOR DAY

Raimond Coneliano CEO

April 2024

REDOX LIMITED (RDX.ASX)



Introduction to Redox

Raimond Coneliano

Chief Executive Officer & Managing Director

Company Overview

Redox was established by the Coneliano family in 1965 and is now a leading chemical and ingredients distributor.

The company listed on the ASX in July 2023, the family retains 70% ownership.

Sales revenue in 2023 of A\$1.25b

Market Position



Ranked largest chemical distributor in Australia¹



12th in APAC¹



34th in the world¹

Redox value creation



Redox is the important link between purchasers of chemicals, ingredients and raw materials and global manufacturers of commodity and specialty products

Notes:
1 Source: Frost & Sullivan, Market Report on the Chemicals and Ingredients Markets, March 2023, based on the ICIS Top 100 Chemical Distributors 2023 rankings. Rankings based on calendar year 2022 revenue

Redox by the numbers



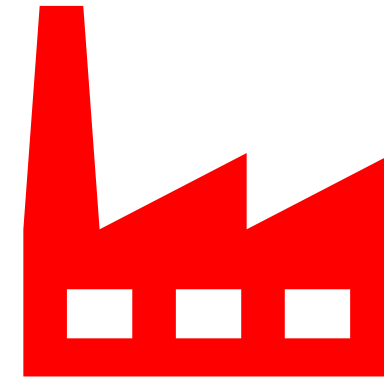
100+

STOCK LOCATIONS



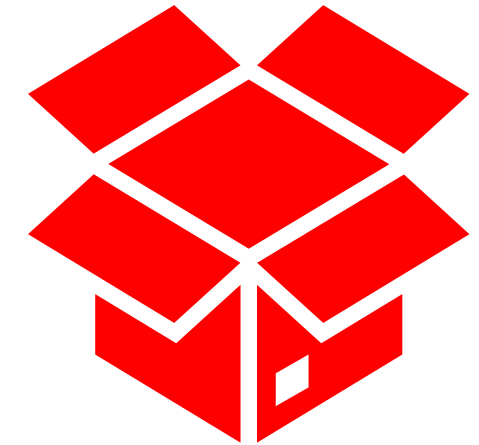
1100+

PRODUCT GROUPS



940+

ACTIVE SUPPLIERS



4,600+

SKU'S



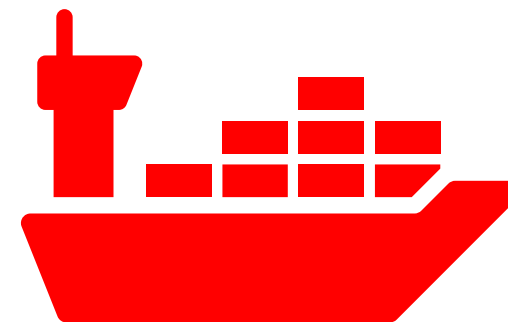
400+

STRONG TEAM



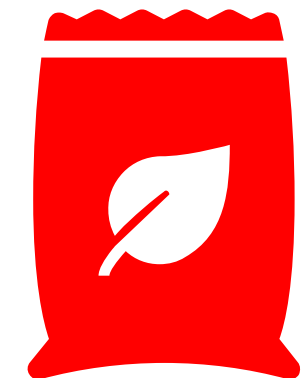
6,400+

ACTIVE CUSTOMERS



21,000+

CONTAINERS HANDLED



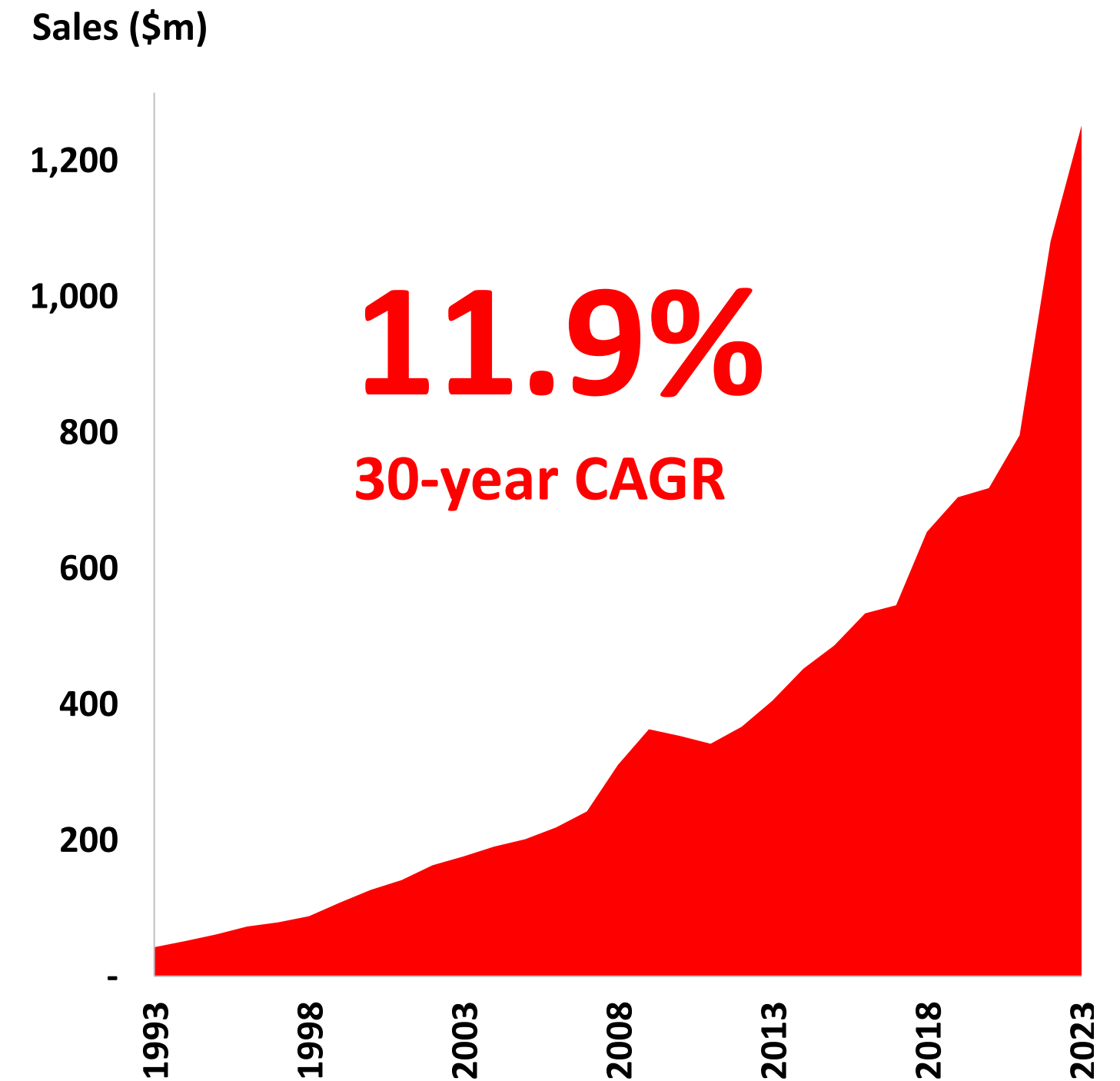
500,000+

METRIC TONNES SOLD PER ANNUM

Redox positioning



- Full line chemical distributor
- Simplify sourcing for customers
- Supporting clients with technical knowledge
- Provide best route to market for producers
- Data-Driven approach (Redebiz ERP/CRM)
- Growth focused to build scale/efficiency
- Deleveraged balance sheet with zero net debt



Our products



Food Ingredients
Pharmaceuticals
Nutraceuticals
Solvents
Flavours
Speciality Chemicals

Plastic Polymers
Commodity Chemicals
Fertilisers
Filter Media
Surfactants
Pigments



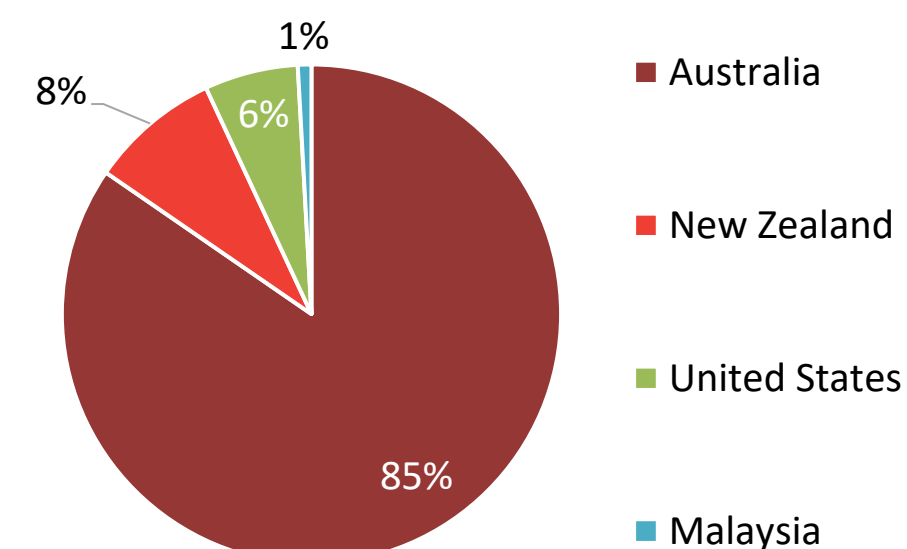
Growing international presence with focus on North America



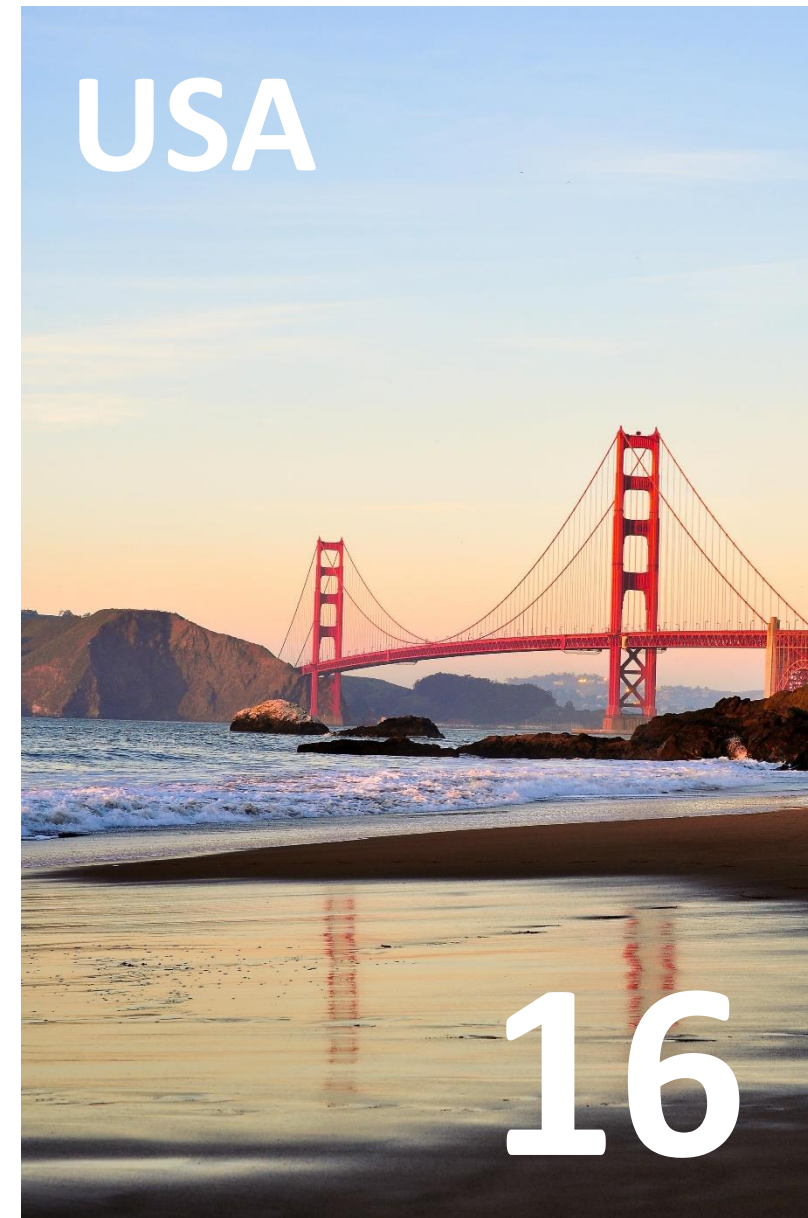
Geographical expansion leverages:

- existing knowledge
- supplier relationships
- customer relationships
- product portfolio

Sales by geographical jurisdiction (%: FY23)



Largest sales team in Australia & New Zealand – building presence in USA & Malaysia



Unparalleled experience through a dedicated team of sales professionals

Innovation Distilled



“ Redox work with industry and universities to research solutions to common problems.

Our Animal Nutritionist Dr Yumin Bao has conducted studies which have driven forward our understanding of animal nutrition.”

Rumen protective choline – Milk production enhancement

Rumen protective choline (RPC) is a double coated form of choline designed to withstand the microbial degradation in the rumen. RPC product feature is shown in Figure 1. Supplementation of RPC in dairy cattle has been shown some positive...



The new feed enzyme – Glucose Oxidase

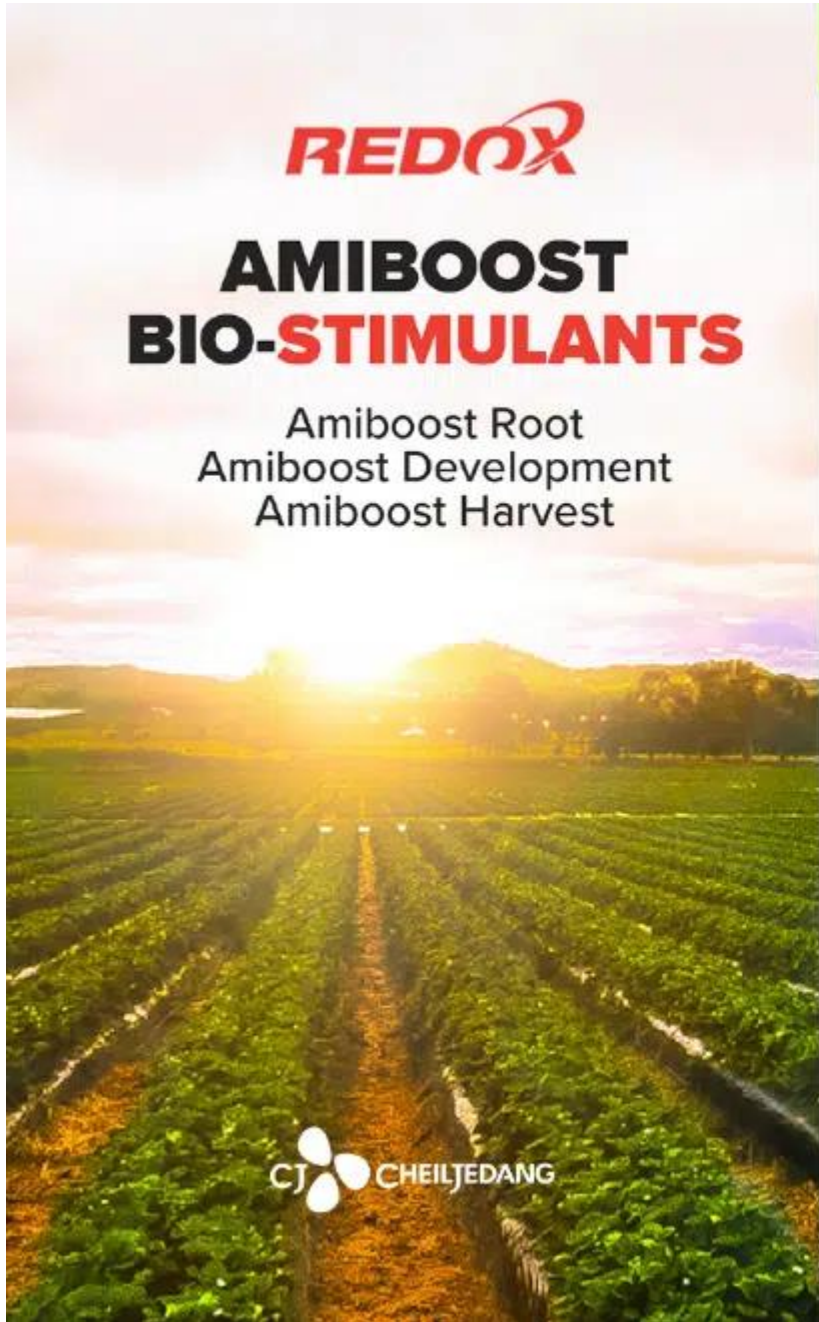
It is well known that in the current floor pen with deep litter system, day old broiler chickens could benefit from non-starch polysaccharides components in the litter to establish the dynamic microbiota. However, when the intestinal...



Coated Urea: Unlocking Ruminant Nutrition

Rumen microorganisms can utilize non-protein nitrogen (NPN) such as ammonia to synthesis rumen microbial proteins for cattle and sheep. Urea is a cheap source of NPN but the hydrolysis rate of urea in the rumen is speedy and exceeds the...





Strongly “BOOST” Growth with Custom Amino Acids •

AMIBOOST superior biostimulants can give you the best yield in your crops, whatever they may be - grains, fruits or vegetables. The product is tailored to local environment and standards so its convenient for both sellers and their customers.

Faster and more Efficient Growth with L-Amino Acids •

AMIBOOST has revolutionized the biostimulant market with their groundbreaking products powered by free L-amino acids.

This cutting edge technology is unrivaled, providing superior speed and efficiency compared to conventional amino acid biostimulant.

Contains Various Growth Promoting Substances •

Unlocking the growth potential of your crops is easy with this unbeatable amalgamation!

A powerful blend of Amino Acid, and trace elements provide an invigorating boost for healthy crop development that can't be beat.

Enjoy a superior harvest quality every time.



DOSAGES •

Foliar application
Dilution rate 0.13~0.4% (Dilution rate : 1:250~750)

Fertigation
Dilution rate 0.13~0.4% (Dilution rate : 1:250~750)

Please shake product well before use

FUNCTION •

- Ready uptake of soluble nutrient form
- High nutrient uptake efficiency
- Higher yield with amino acid booster effects
- Increase photosynthesis
- Promote root development

STORAGE •

- Cool, dry storage away from direct sunshine.
- Store product at normal temperature in either sealed or closed container
- Avoid contact with skin & eyes and do not consume the product
- Keep product out of reach of children

Continued launch of new products to support growth

“ How do consumers of a large number of products buy them effectively without the scale, logistics and knowledge of international markets?”



Redox can
supply most of
the ingredients
in this Dove
Shampoo



Avocado & Sweet Chilli Hummus

NUTRITION INFORMATION

Servings per package: 10

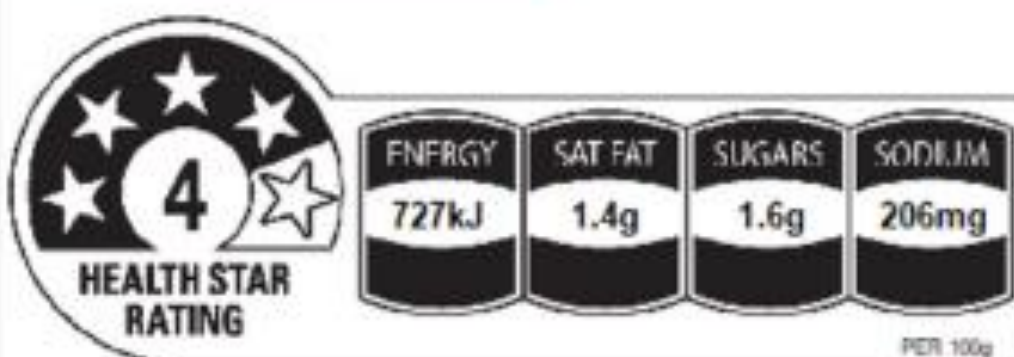
Serving size: 20g (approx 1 Tbsp)

	Average Quantity per Serving	% Daily Intake (per Serving)	Average Quantity per 100g
Energy	145kJ (35Cal)	2%	727kJ (174Cal)
Protein	1.1g	2%	5.3g
Fat, Total	2.3g	3%	11.5g
- Saturated	0.3g	1%	1.4g
Carbohydrate	1.9g	1%	9.3g
- Sugars	0.3g	0%	1.6g
Sodium	41mg	2%	206mg

Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

Ingredients: Hummus (75%) (Cooked Chickpeas, Tahini (Sesame Paste), Reconstituted Lemon Juice (Lemon Juice, Antioxidant (Ascorbic Acid)), Oil Blend (Extra Virgin Olive Oil, Canola Oil), Crushed Garlic (Fresh Garlic Cloves (97%), Salt, Acidity Regulator (Lactic Acid, Citric Acid)), Spices, Salt, Anticaking Agent (536))), Avocado Chilli Swirl (Avocado Puree (21%), Sweet Chilli Sauce (3.5%) (Sugar, Water, Pickled Red Chilli (21%), Garlic Vinegar, Salt, Stabiliser (Xanthan Gum)), Preservative (223)).

Contains Sesame Seeds, Sulphites.



Redox can supply –

- Ascorbic Acid (Vitamin C)
- Salt
- Lactic Acid
- Citric Acid
- Spices
- Anticaking agent
- Sugar
- Stabiliser (Xanthan Gum)
- Preservative 223 (Sodium Metabisulphite)

Typical Supplier



- Makes several products which are used in many disparate industries
- Has many competitors with equivalent products
 - Unwilling to give credit to buyers
- Sells globally with strength in particular regions
 - **Manufactures 200+ SKUs**

- Lacks deep understanding of customers
- Cost to serve too high due to small basket of products
 - Has limited logistics capability
- Doesn't understand local compliance & regs

Typical Customer

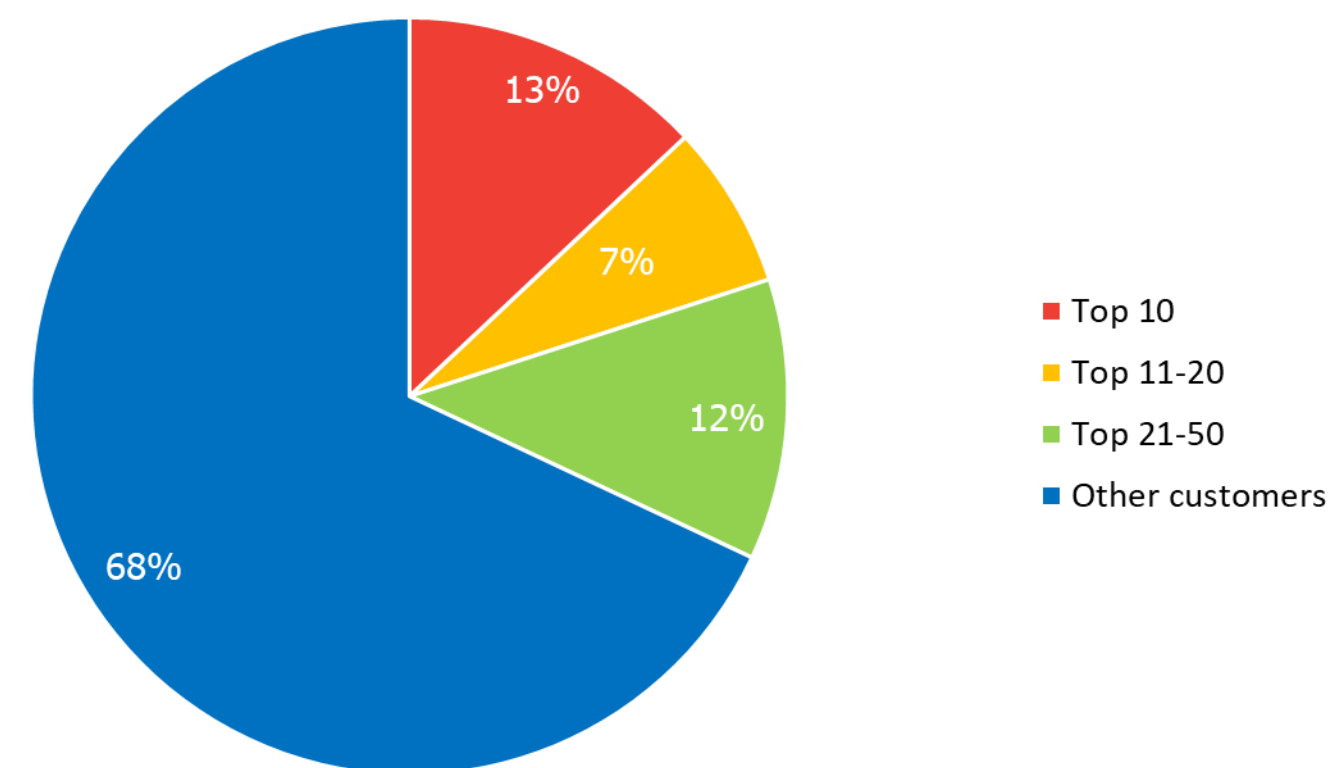
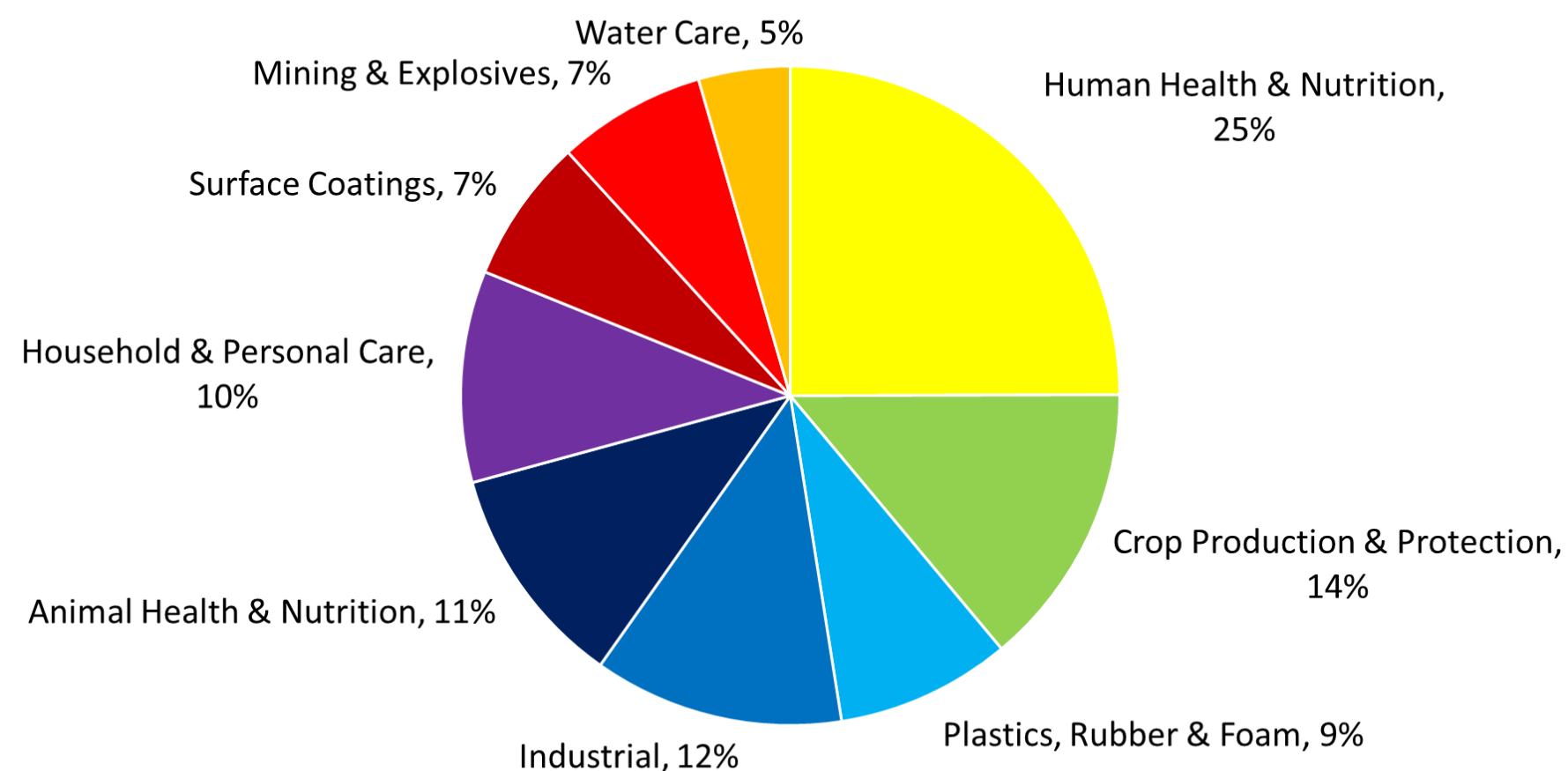


- Makes a variety of end products like skincare, haircare, liquid detergents etc
- Lacks storage on site, wants just-in-time delivery
 - Limited forecasting ability
 - Minimal R&D budget
- **Buys 100 different SKUs**

- Lacks knowledge of global marketplace for chemicals
 - Doesn't buy in large volumes
 - Has limited logistics capability
- Requires technical help to use products

Extensive coverage of all industry areas

Unparalleled reach to small and medium clients



Australasia

- Continue to win new clients and share of wallet of existing clientele through transactional excellence.
- Refine systems to better serve our customers and drive efficiency
- Increase engagement with staff
- Acquisitions to add supplier relationships, niche technical knowledge & products to our portfolio

North America

- Leverage supplier/customer relationships, knowledge, systems, product portfolio into new geographical markets
- Build our sales team, trained the Redox way, to quickly identify and convert clients
- Take strategic large business to prove a product works then springboard sales to medium/small clients
- Acquisitions to obtain warm client relationships

M&A guiding principles

- Targets should add customer/supplier relationships, expertise or new capabilities
- Acquisitions should accelerate future growth
- There should be a robust integration plan and strategic rationale
- Acquired businesses should be improved by being part of Redox
- Prices paid should be reasonable considering their relative benefits and market rates

Corporate Social Responsibility



Redox aims to be a good corporate citizen embracing positive societal and industry engagement, responsible operation and practical initiatives



Silver Medal for Sustainability received from Ecovadis in 2023

Redox is committed to ethical sourcing, seeks to adhere to the highest ethical standards



RedoxGlobal



RedoxTweet



Redox
Limited



Redox_global



INVESTOR DAY

Nick Osmo
CEO / GM - North America

May 2024

REDOX LIMITED (RDX.ASX)

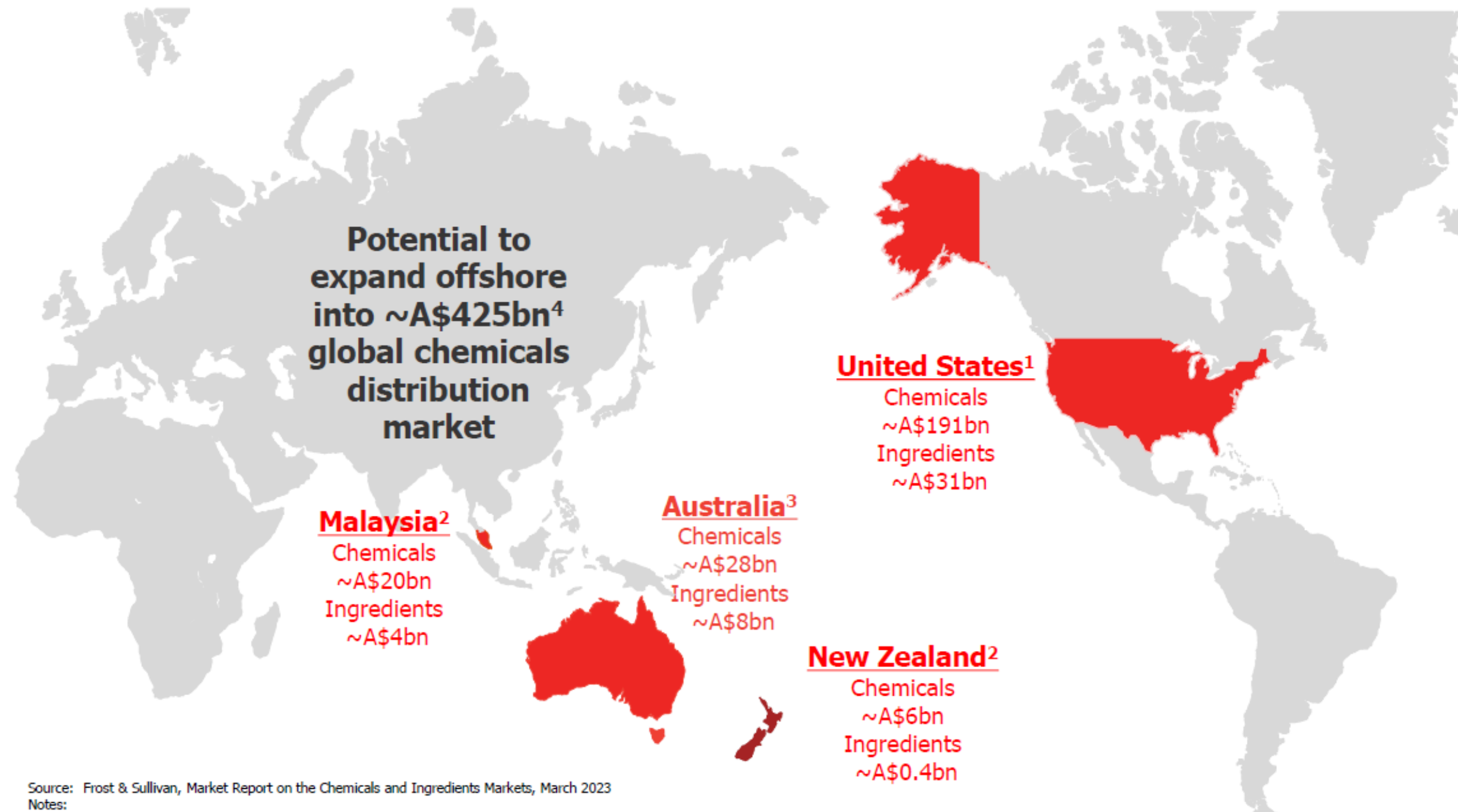
Expanding our Horizons



US Market opportunity

Chemicals and ingredients import markets relevant to Redox are extremely large

The chemicals and ingredients import markets relevant to Redox are extremely large, and are critical in the supply of inputs used across a broad range of downstream industry sectors

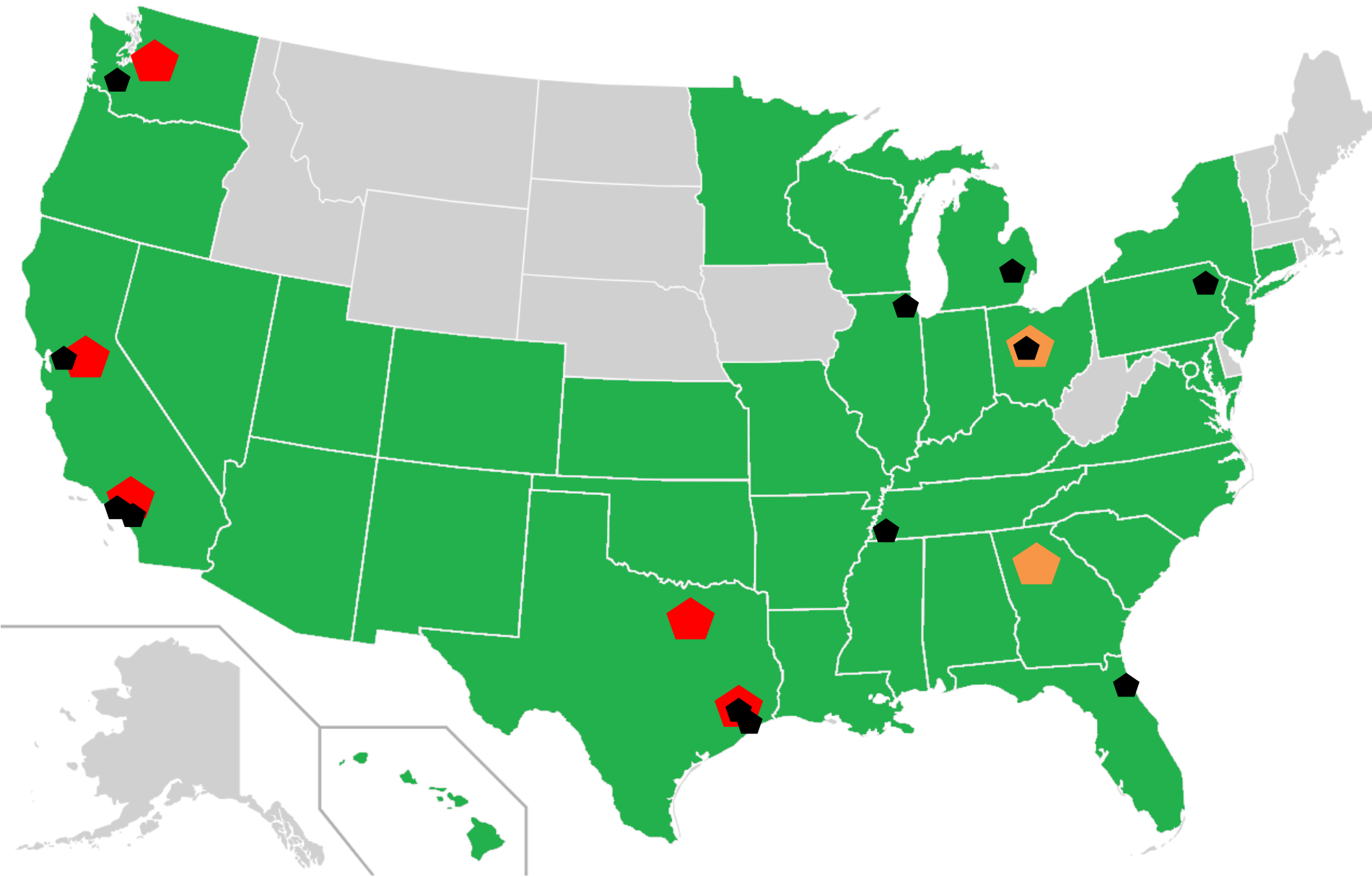


Source: Frost & Sullivan, Market Report on the Chemicals and Ingredients Markets, March 2023

Notes:

- 1 US chemical import market as at 2021, US ingredients import market as at 2020
- 2 Malaysian and New Zealand chemical and ingredients import market as at 2020
- 3 Australian chemical and ingredients import market as at 2021-22
- 4 Global chemicals distribution market in 2021

North American Footprint



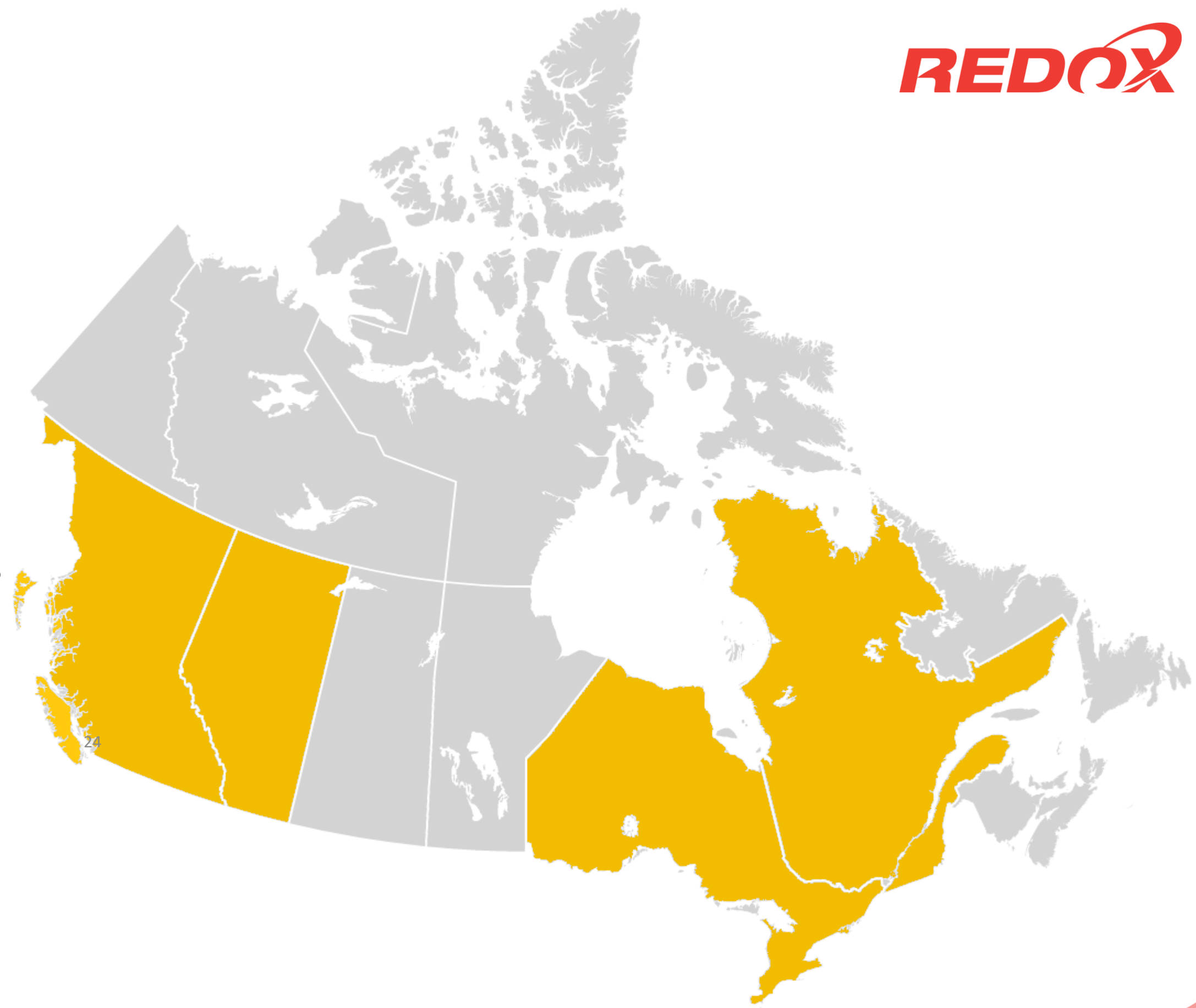
Active in 35 states
16 Sales reps across 5 cities
12 warehouses in the lower 48
Columbus OH & Atlanta GA in 2024
Over 400 customers
150+ active SKU's



Active in 5 Provinces
Sales facilitated from US office
5 bilingual sales staff
1st sales in 2016, established 2021

Canada

- Established Customers
- Registering 4 major provinces
- Ease of cross border trade



Our Market Segments

- Adhesives
- Animal Feed
- Building Products
- Chemical Manufacturers
- Detergents
- Fertilisers
- Flavours
- Food & Beverage Manufacturers
- Household & Personal Care
- Metal Treatment
- Nutraceutical
- Oil & Gas
- Paint Manufacturing
- Pesticide & Herbicide manufacturers
- Resins
- Water Treatment

Redox's recognition in the USA

Redox has made a concerted effort to increase our brand recognition across North America by maintaining a presence at key industry trade shows.





RedoxGlobal



RedoxTweet



Redox
Limited



Redox_global



INVESTOR DAY

Ashley Pena HR Manager

May 2024

REDOX LIMITED (RDX.ASX)

Human Resources



Talent Pipeline



Remuneration & Reward



Internal Training System



Learning Programs



Safety & RTW



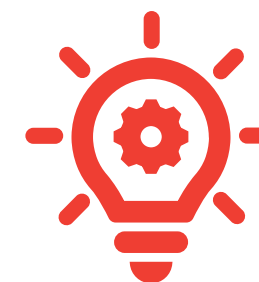
Wellbeing Support



Conflict Resolution



Career Progression



Continuous
Improvement

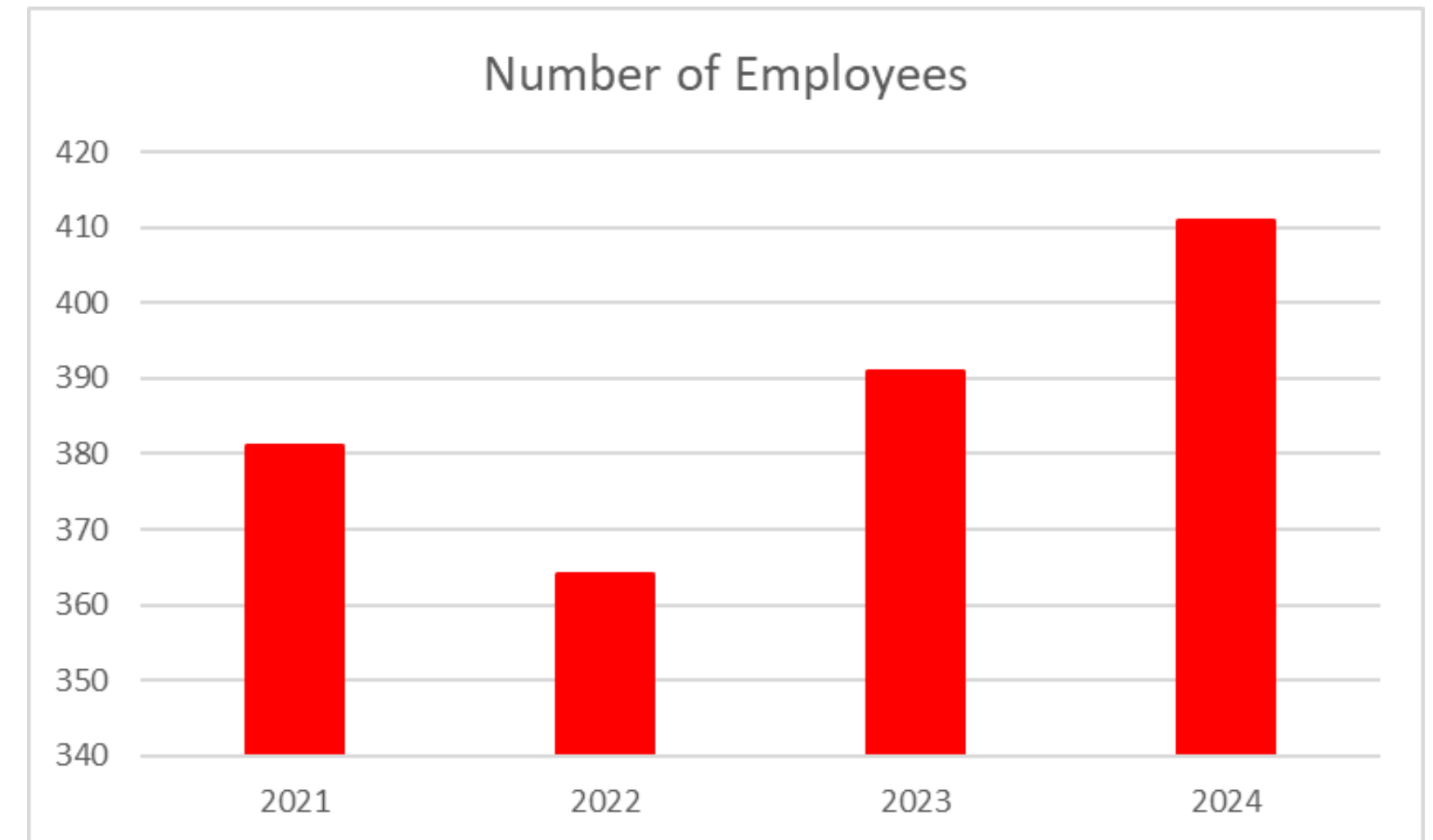
Our People

Our people are our biggest asset – they are the heart and soul of our culture.

The business was built with strong family values

We pride ourselves on our diversity

We believe in providing opportunities of growth and self-development



Graduate Program

So far in 2024 our outreach has been over 5,000 university students across the country.

The program has shown great success with over 80% of graduates having progressed their careers further within the business.



Community Engagement



Invest in Women and Accelerate Progress Event

The event aimed to highlight STEM careers for women @ Redox as prospective employer.

Year 11 & 12 students from St Patrick's College for Girls attended the event.

The session provided an overall understanding of the professional world, allowing students to envision a future where they can see themselves contributing through a career in STEM.

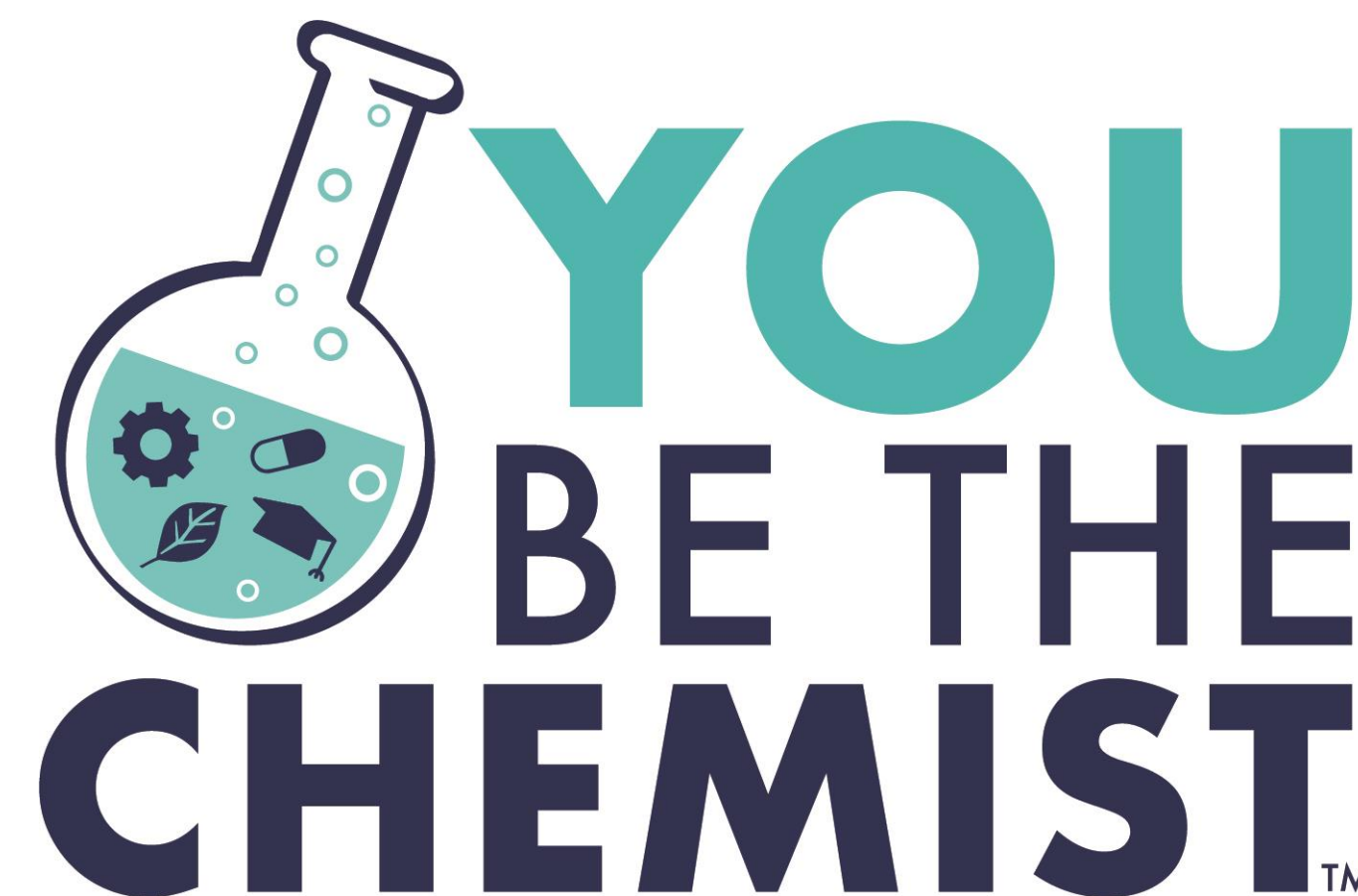


You Be The Chemist

Redox makes regular donations to the Chemical Educational Foundation (CEF) in the US which provides STEM education to children across America.

CEF's programs uniquely connect business and education in local communities to reach students early in life and ignite a passion for science-related careers.

CEF continues helping businesses and education providers show young students the potential to build a better world through science.



Community Engagement

Volunteer Day at Redox

Our employees are encouraged to give their time to the community through paid volunteering

Some of the charities that benefit from our initiative –

- Animal Welfare League
- Clean Up Australia
- Lifeline Book Fest



Community Engagement



Redox proudly supports the following charitable organisations with regular donations



Strategic Objectives

Our top 5 strategic people objectives



Diversity and Inclusion



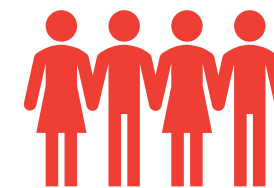
Employer Brand



Safety Standards



Secure & Retain Top Talent



Closing the Gender Gap



RedoxGlobal



RedoxTweet



Redox
Limited



Redox_global