



Q3 FY21 UPDATE

PURE FOODS OVERVIEW

PFT was formed in 2015 to acquire, grow and develop premium food businesses in Tasmania with a highly experienced Board and Management team.

Since establishment, PFT has become a Tasmanian hub of premium foods having now developed a number of own brands organically and through acquisition as well as creating:

- E-commerce platform providing direct to customer relationship with nationwide distribution
- Broader distribution domestically and via export including e-commerce in Asia with strategic partnerships



Q3 FY21 HIGHLIGHTS



Group revenue
up 63% YTD pcp



Acquisition of Lauds
Plant Based Foods &
The Cashew Creamery



Launch of two new
products into local
Tasmanian market



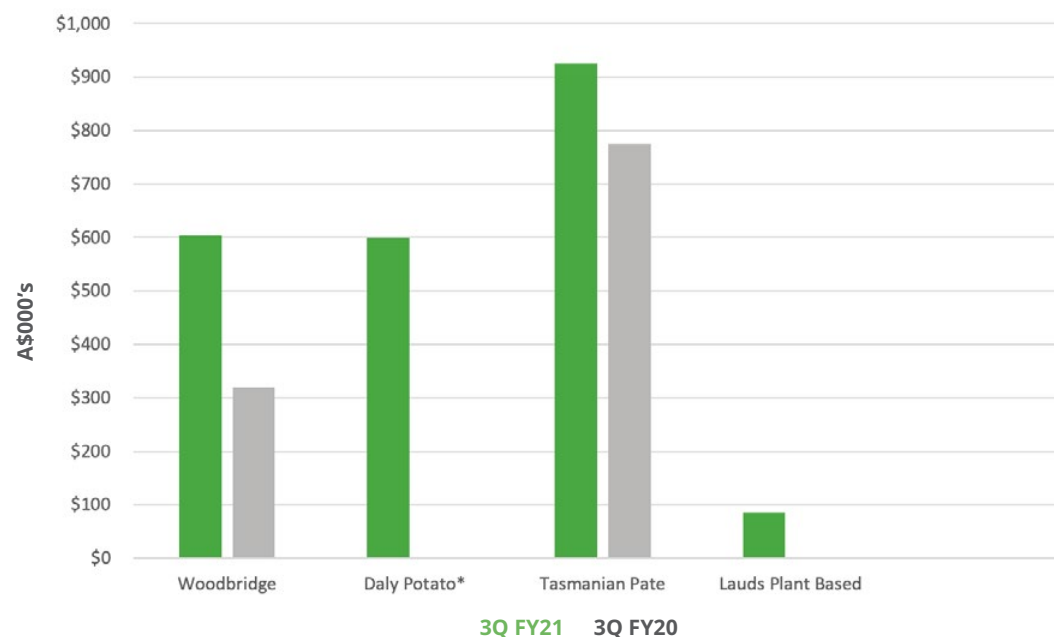
Secured National
Distribution of
Woodbridge
Smokehouse



Online Store sales
up 316% in
Q3 FY21 pcp

Q3 FY21 V Q3 FY20

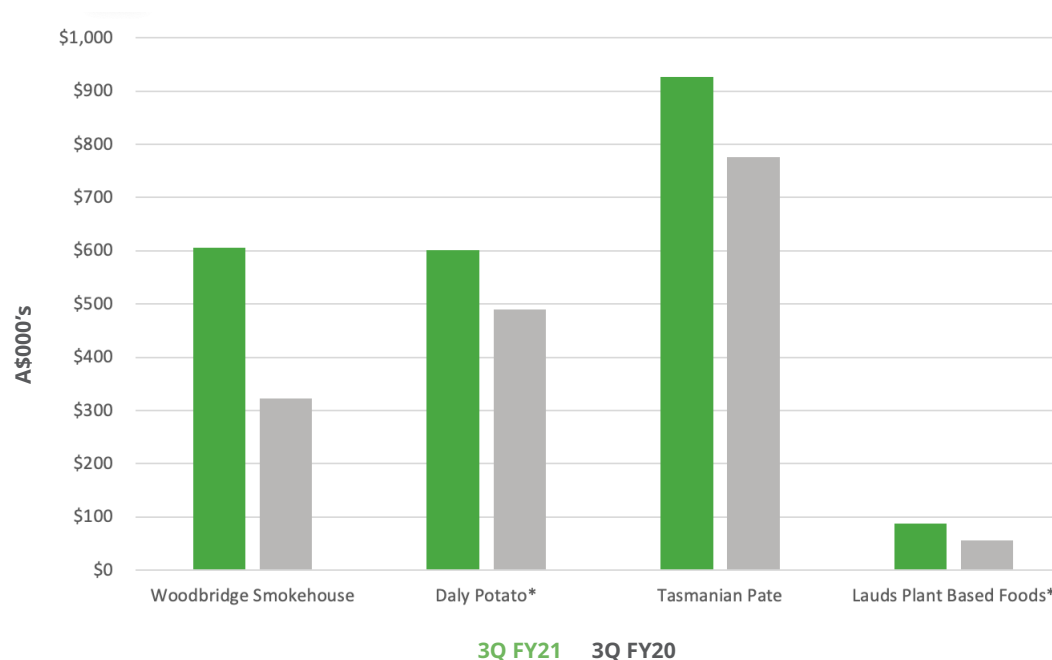
GROUP SALES BASE BUSINESS



A\$000's	3Q FY21	3Q FY20	Change
Total Revenue	2,214	1,096	102%
Woodbridge Smokehouse	604	321	88%
Daly Potato*	599	0	0
Tasmanian Pate	925	775	19%
Lauds Plant Based Foods*	86	0	0

*Revenue GROWTH FY21 YTD v FY20 YTD ending 31/3/21 unaudited

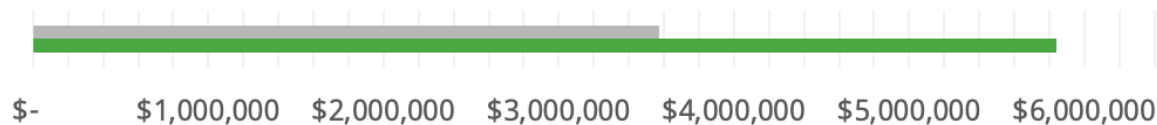
GROUP SALES INCLUDING ACQUISITION REVENUE



A\$000's	3Q FY21	3Q FY20	Change
Total Revenue	2,214	1,640	35%
Woodbridge Smokehouse	604	321	88%
Daly Potato*	599	489	22%
Tasmanian Pate	925	775	19%
Lauds Plant Based Foods*	86	54	59%

*Revenue GROWTH FY21 YTD v FY20 YTD ending 31/3/21 unaudited

DELIVERING CONTINUED SALES GROWTH FY21 VS FY20 YTD*



+2.2M

+63%



+300K

+12%



+615K

+74%



+154K

+9%



+135K

+84%

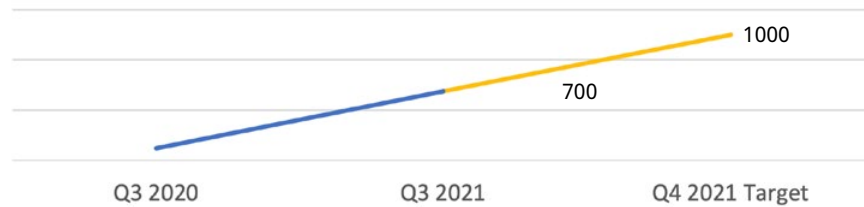
■ FY20 ■ FY21

*Revenue GROWTH FY21 YTD v FY20 YTD ending 31/3/21 unaudited
Group Sales includes Acquisition Revenue

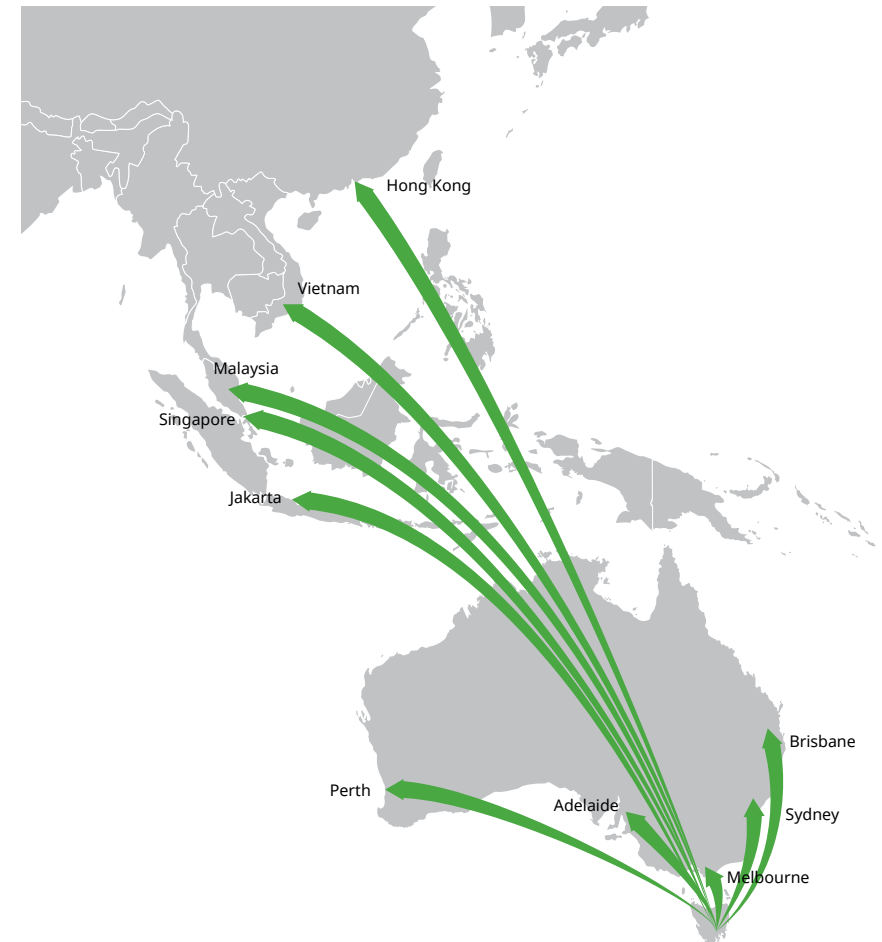
CUSTOMER BASE CONTINUES TO GROW ACROSS ALL CHANNELS



Number of PFT Stockists



PFT's Key Customer Segments



NATIONAL DISTRIBUTION SECURED FOR WOODBIDGE SMOKEHOUSE

- PFT distribution partner, Monde Nissin Australia extended the distribution of WBSH products into Victoria, New South Wales, ACT & Western Australia, in early February. MNA's National presence could see WBSH stocked in a further 1,400 independent stores.
- The four products ranged are Cold Smoked Salmon and Ocean Trout in 100g and 200g packs. It is hoped that with a successful launch into market, the offering will expand to WBSH's extended range, including hot smoked.
- The extended distribution was a result of the very successful trial in South Australia and Northern Territory, where Woodbridge Smokehouse was ranged in 48 stores in December.
- The success of the trial has been accounted to the strong existing relationship PFT had with MNA through Tasmanian Pate, a strong marketing plan to engage consumers and increase brand awareness, and the quality of the WBSH traditionally smoked product.



+88%

SALES GROWTH
Q3 FY21 v
Q3 FY20



DALY POTATO & GRAVY PRODUCT LAUNCHED INTO LOCAL TASMANIAN MARKET

- Daly Potato Co's exciting new Potato & Gravy product was launched into the local independent market in Tasmania.
- Since launch, the product has been sold into 55 stores across Tasmania.
- Feedback from customers and consumers has been fantastic, with heated stock selling out.
- We continue to work with our major retail partners to work on securing further distribution into the national market.

HOMESTYLE COLESLAW LAUNCHED INTO WOOLWORTHS

- Daly Potato Co's Homestyle Coleslaw launched into Woolworths stores in Tasmania, Victoria and New South Wales in April as part of the ranging.
- Made with thick shredded cabbage and a homemade aioli mayonnaise, the Homestyle Coleslaw provides Woolworths customers with a premium option on the shelf.
- The extended distribution of the existing product will help with production efficiencies and volume optimisation.

DALY POTATO CO.
— *Tasmania* —

+22%
SALES GROWTH
Q3 FY21 v
Q3 FY20



STEADY GROWTH CONTINUES INTO Q3

- Tasmanian Pate's sub-range Homestead Pate has continued to growth in volume with the range expanding outside major retail and into Independents and ecommerce in Q3 FY21.



+19%

SALES GROWTH
Q3 FY21 v
Q3 FY20



LAUDS PLANT BASED FOODS

- Lauds Plant Based Foods joined PFT in January 2021 and is currently a small-to-medium size production operation, with estimated revenue of \$400,000 for FY21.
- Lauds was established in 2017 by three passionate Tasmanians – Dani Wheatley, Pia Palmer and Simon Paul. It was a common ideology that bonded the three and culminated in the journey to establish and build a plant-based business.
- Lauds operates with a strong social conscience. The founders are motivated by a love of food, a love of the planet, the ethical treatment of animals and the growth of sustainable food production processes.
- Lauds' current range includes 8 products available in consumer and food service sized packs. The products are currently distributed and sold throughout Australia through existing distribution partners.
- PFT seeks to grow Lauds through:
 - Sales and marketing initiatives
 - New product development
 - Scaling manufacturing



THE CASHEW CREAMERY

- PFT acquired The Cashew Creamery March 30 2021.
- The Cashew Creamery produces non-dairy ice cream made with cashews which is dairy, gluten, soy and cholesterol free.
- Substantial synergies between Lauds and Cashew Creamery through combined distribution, IP sharing and substantial cost savings following consolidation.
- Significant growth in Cashew Creamery sales is expected in short term with PFT's current extensive distribution channels along with opening up new distribution opportunities.
- **The business is growing rapidly with FY21YTD sales growing 51% vs FY20 YTD.**



FROZEN FRESH OYSTERS LAUNCHED INTO LOCAL INDEPENDENT MARKET

- PFT launched a new to market product in February under the Pure Tasmanian Seafood brand.
- The Frozen Fresh Organic Oysters provide a convenient option for enjoying premium Tasmanian oysters all year round.
- With 6 months shelf life, the oysters can be thawed in under 5 minutes in room temperature water and are ready to enjoy as fresh as they were the day they were shucked.
- Their launch into the local Tasmanian Independent market has been well received with 17 stores showcasing the product on shelf.

PURE TASMANIAN
seafood



LEVERS FOR FURTHER GROWTH

- New Product Development trials using our exclusive Marinova product, Tasmanian wakame
- Product trials in prepared meals category
- Potato & Gravy offer in Hot Box Nationally
- Leveraging – combo opportunities with cross promotions real competitive advantage
- Research for opportunities within Beverage category
- Continue to find opportunities of growth organically and through acquisition
- Continue to be proudly Tasmanian and support Tasmanian wherever possible
- Range Tasmanian Pate through export channels in Asia
- Build unique snack product range
- Secure Petrol & Convenience distribution for plant-based ice creme



This document has been approved by the Board of PFT



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