

18 March 2019

## Meluka Honey US Update

### Highlights

- Meluka Honey's executive team recently visited the US and had several meetings with large reputable natural and organic retailers including Erewhon Natural Foods, Thrive Market in LA and Wholefoods, Bi-Rite Market, Divers Market and Good Earth Natural Foods in San Francisco
- Meluka Honey's representatives also met with the largest distributors of natural food products in North America, UNFI and KeHE, whilst in the US
- First orders for Meluka Honey products have been received from stockists in Los Angeles
- Meluka Honey and Naturally Australian Products both attended the world's largest natural, organic and healthy products event, Natural Products Expo West, in Anaheim California

EVE Investments Limited ("EVE") (ASX:EVE), an ASX-listed health, nutrition and wellness investment company provides an update on its wholly owned subsidiary, Meluka Honey and its 49% owned US distribution partner, Naturally Australian Products ("NAP").

In March, management of Meluka Honey, and its north American distribution partner NAP, completed a roadshow to promote strategic initiatives and to pursue distribution opportunities for current and future product ranges with key potential customers in the US market. Several meetings with reputable natural and organic retailers, including Erewhon Natural Foods, Thrive Market in LA and Wholefoods, Bi-Rite Market, Divers Market and Good Earth Natural Foods in San Francisco and resultingly the first orders from stockists in Los Angeles have subsequently been received.

The trip by the Meluka Honey team is a positive step forward in establishing distribution in the US and aligning itself in channels that will assist in positioning the brand as a premium honey company producing unique, sustainable and quality bee products from EVE's pristine old growth melaleuca tea tree plantation in Northern NSW.



Figure 1: Group shot with Good Earth Foods

Meluka Honey is also opening up other distribution channel opportunities; with a soft launch of a US customer focused website recently undertaken and agreement reached with Amazon for product listing and fulfilment to be completed by Amazon through its online store in the US market, which is expected to be live within the next month.

During the trip, Meluka Honey's and NAP's representatives also attended the Natural Products Expo West in Anaheim, California from March 5 - 9, the world's largest natural, organic and healthy products trade event. Attendance at the conference, the second time for Meluka Honey, provided an ideal event for showcasing its products to the US market. Both companies were well received at the conference which saw multiple opportunities to forge positive business relationships with key US retailers and distributors.

**Meluka Honey CEO and NAP Director, Ben Rohr, said** “Meluka Honey’s recent trip to the US has provided great opportunities for access into the US market and confirmed the high level of the interest into its current and future product range. Naturally Australian Products also attracted strong interest from new customers, highlighting its unique positioning as an important supplier of oils and extracts from Australian botanical species.”



Figure 2: Meluka Honey and NAP Stands at ExpoWest

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**About EVE Investments**

EVE Investments invests in technology companies with a focus on the medical nutrition sector. The Company’s investment strategy has a three pronged approach.

1. To invest in businesses that are in the early growth phase with the aim to support their expansion programs.
2. To identify products that have unique medicinal properties and a global reach application.
3. Preference for natural organic products that have demonstrated medicinal benefits.

For further information, please visit [www.eveinvestments.com.au](http://www.eveinvestments.com.au) and follow us on Twitter [@EVEInvestments](https://twitter.com/EVEInvestments)

**About Meluka Health Pty Ltd**

Meluka Health Pty Ltd is a wellness and nutrition company that develops and sells its naturally derived, organic and ecologically pure products created using its old growth Australian Melaleuca tea tree plantation which are acclaimed for their medicinal activity.