



'Ocean to Plate'

More than half a century of experience positioned
in the eye of Australia's seafood supply chain

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Investor Presentation

April 2022

ASX: CSF

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Corporate Snapshot

At 5 April 2022

Share price:	\$0.185
Market capitalization:	\$14,822,940
Shares on issue:	80,124,000
Top 20 shareholders:	80% of ownership



Commercial Situation

About

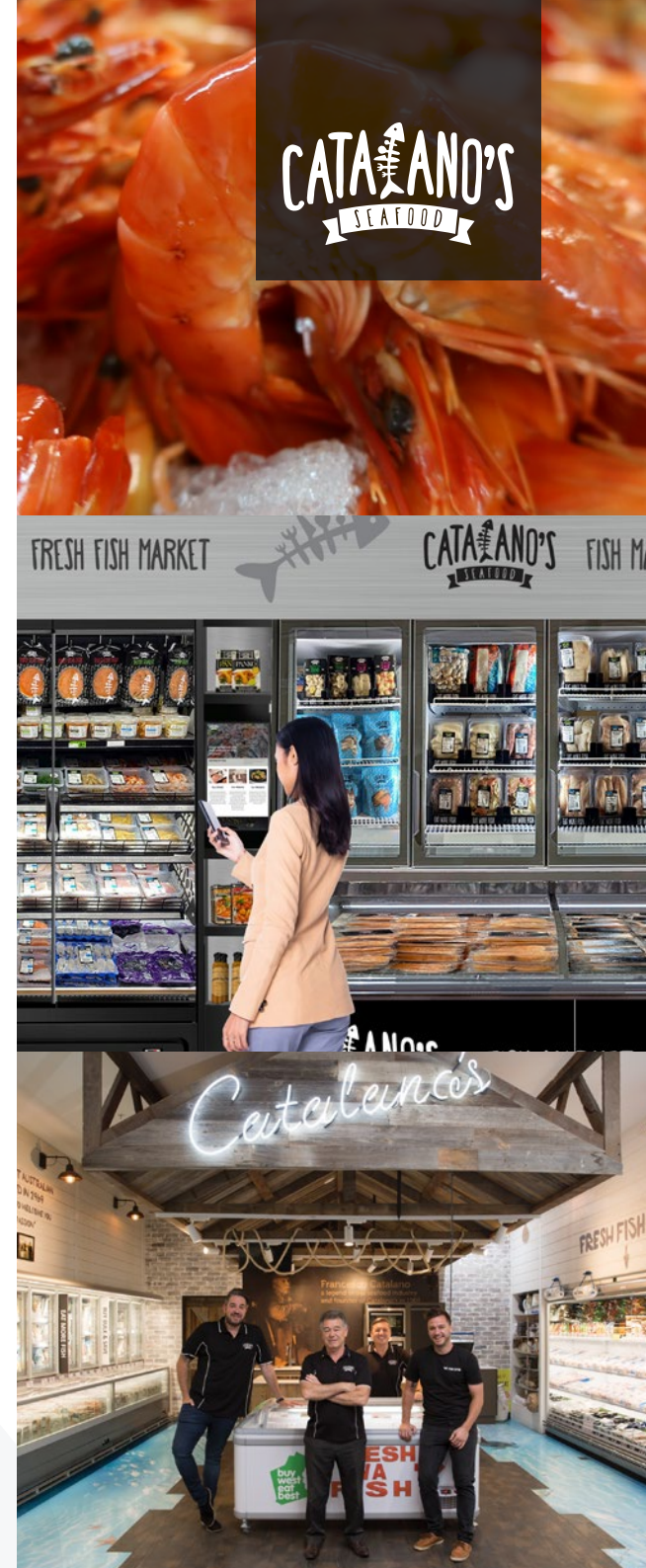
- Catalano's Seafood is a West Australian family-run business established in 1969
- Operates with around 70 staff – in 2020/21 it handled a total of 2,047 tonnes of seafood
- One of a few accredited Toll Processing Facilities (TPF) in Australia
- SQF Hazard Analysis & Critical Control Point (HACCP) accredited – an internationally recognised system for reducing the risk of safety hazards in food required by international clients.

Points of difference

- Strategically positioned in the 'eye' of the seafood supply chain – across processing, wholesaling & packaging, retail & export – we don't fish
- Unique Seafood Management Solution (SMS) is sold to established independent supermarkets
- The SMS optimises supply chain performance through experience, networks, technical processing expertise & packaging
- Established tier one brand with retail stores & a growing market share among independent supermarkets

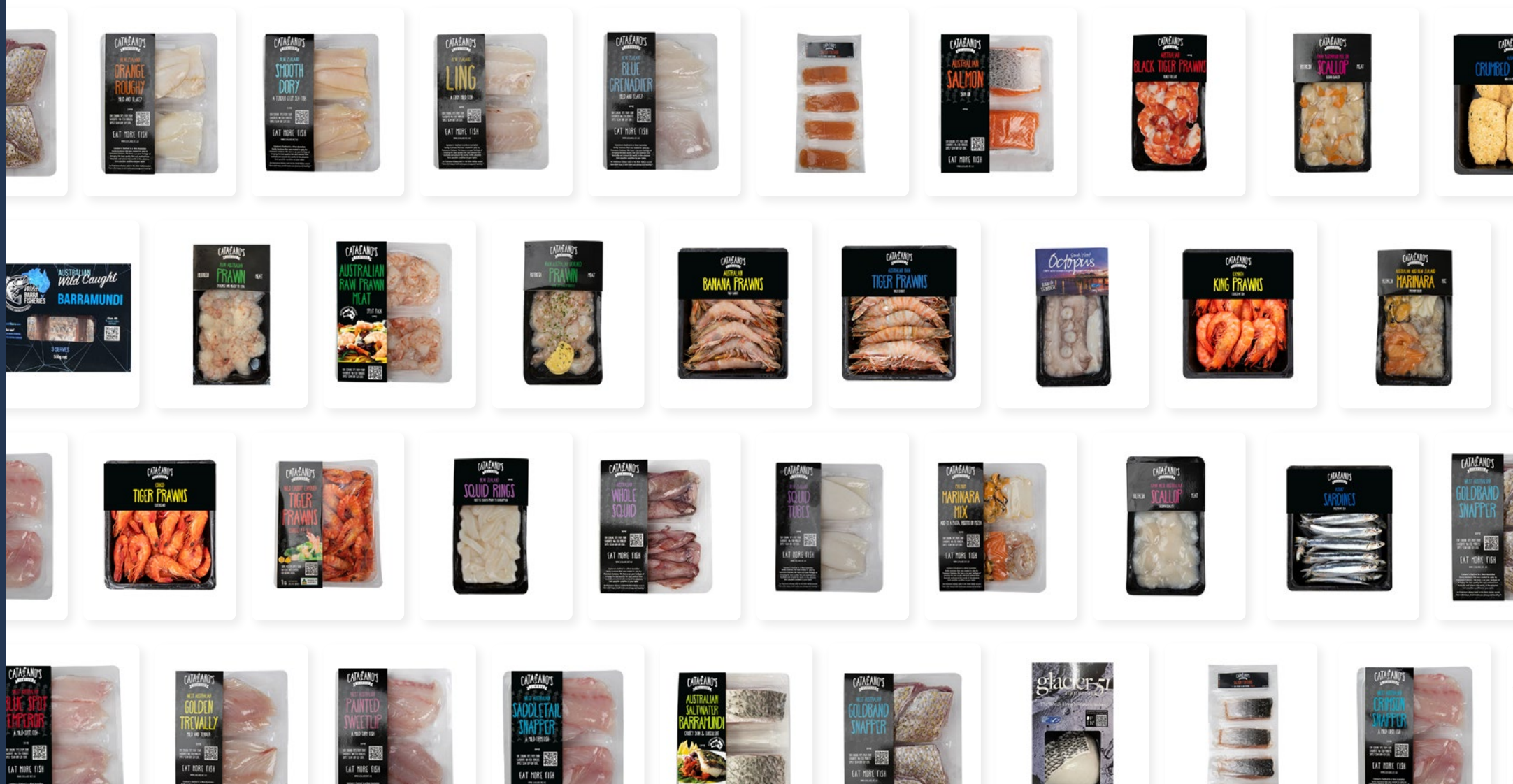
Growth Outlook

- IPO funds will focus on a national expansion strategy rolling out the SMS to more supermarkets
- More than 2000 independent supermarkets nationwide to target
- Further investment in specialised processing and packaging equipment will create greater efficiencies



Product Showcase Snapshot

Catalano's Seafood sources its wild caught products from pristine waters surrounding Australia and New Zealand, and from industry-leading aquaculture operations



Leveraging Positive Trends

Commercial trends in Australian wholesale, retail and consumer seafood markets

\$4.3b

Seafood wholesale market in 2021-22

\$3.55b

GVP of fisheries/aquaculture 2021-22*

\$1b

Seafood retail market in 2026-27

2078

Independent supermarkets in Australia

27.5kg

Per capita seafood consumption in 2025-26

\$1.2b

Projected salmonoid GVP in 2022-23

\$520m

Projected prawn GVP 2022-23

20,000t

Farmed barramundi target by 2025

*Highest level since 2002-03

Figures obtained from IBIS World, ABARES, DAWE and Agrifutures



About Catalano's



Historical Milestones

1955

Established family farm in Waroona

1969

Purchased seafood & takeaway business

1984

Developed wholesale seafood supply & retail stores

1996

Became preferred supplier to Coles supermarkets

1998

Relocated to expanded processing facility

2005

Developed prepacked retail division

2008

Expanded licensed stores

2020

Launched Seafood Management Solutions platform

2021

IPO launch

2022

ASX listing

Business Model



Domestic & International Procurement



Internal Company & Toll Processing



Export Logistics



Retail Channels



Processing Business

Toll Processing & Production



One of few nationally accredited Toll facilities



Catalano's operates high tech multispecies processing facility



Experienced team of 70 staff

Key Customers



Retail Business

Retail Channels



Currently operating in high-end metropolitan IGA supermarkets



Servicing Metcash, Australia's leading wholesale distribution & marketing company, with seafood product



Immediate focus post ASX debut is to expand offering to national outlets

Commerical Highlights

Owned stores – THREE company owned stores operate throughout metropolitan Perth – Garden City, Whitfords & factory direct in Bassendean

Reseller agreements – currently have installed THREE category managed, licenced IGA stores

Supply to 90+ independent supermarket clients

- Strong domestic supply base & logistics capability for rapid distribution
- Demonstrated understanding of majors & independent supermarket systems
- Experienced category management retail team
- The growth pathway is underpinned by collaborative relationships with highly skilled consulting services in the sector
- National roll out of Seafood Management Solution outlets in progress



Distribution Business

Export Logistics



Established trading division to act as a conduit to strengthen the supply base for its Seafood Management Solutions with growth in Australia



This channel will create opportunities to export the Seafood Management Solutions platform to new supermarkets offering an Australian Seafood Basket as a “one desk” procurement service

Commerical Highlights

- Established & well serviced distribution networks in WA
- Distribution through WA market via Metcash, the IGA franchisor
- National distribution strategy – grow the successful Catalano brand across all states through multiple networks
- Expansion of distributor network in Australia



Experienced Team

Mr Nick CATALANO

CEO & Chairman

Nick Catalano has been involved in the Catalano family seafood business since 1969. During this tenure he has carried out all the major roles from production, factory & sales management & possesses unrivalled knowledge & contacts in the national seafood industry.

Mr Silvestro MORABITO

Non Executive Director

An experienced senior executive having held senior roles across the wholesale distribution, logistics, seafood & commercial retail sectors across Australia, Singapore, New Zealand & Indonesia.

Ms Danielle TAN

Non Executive Director

Operations, Human Resources & Business leader with extensive experience in end-to-end solutions in industries relating but not limited to Oil & Gas, Transport, Banking & Finance sectors. Diverse professional exposure in international settings across Singapore, China, Japan, Brazil, Philippines, Japan, Vietnam, Korea & Australia.

Mr Koon Poh LOW

Non Executive Director

Involved in capital markets advisory positions in Australia, Singapore, Malaysia, Hong Kong, the US NASDAQ & NYSE markets. Mr. Low is a Chartered Accountant registered with the Malaysian institute of Accountants, fellow member of Chartered Certified Accountants (UK), & a member of the ASEAN Chartered Professional Accountants. Holds director roles on ASX & SGX companies.



Growth Strategy

Capital from the IPO will directly fund our three pillar growth strategy:

- 1 Additional investment will be made in new specialised equipment to enhance processing including fish scaling & portioning machines, nitro tunnel freezer, two additional prawn peelers & a batch weighing machine, skinning & skin packing machines.
- 2 Rollout its Seafood Management Solution (SMS) to independent supermarkets through increased investment in retail & marketing.
- 3 Expanding operations & network of distributors Australia-wide.



PILLAR ONE

PROCESSING

Growing demand for quality assured processing, packaging & delivery of wholesale & retail products. Toll Processing Facility services multiple customers, connecting fishing & aquaculture companies to market. Investment to increase toll processing service capability.



PILLAR TWO

RETAIL

Company owned stores, Catalano category managed licenced IGA projects, & six unbranded category managed supermarkets. Catalano's intends to rollout its Seafood Management Solution to independent supermarkets through increased investment in retail equipment & marketing



PILLAR THREE

DISTRIBUTION

Trading division of business set up to capitalise on Catalano network of buyers & suppliers via Metcash to IGA supermarkets in WA. Broader penetration of IGA network with an extensive & evolving product range.



Investment Highlights



Sales strategy

The SMS is structured to compound growth by providing supermarket licencees with a 'peace of mind' seafood product line managed by experts & promoted through the established & well-regarded Catalano's Seafood brand

First mover advantage

Strategic investment across our three-pillar growth strategy including our SMS & Toll Processing Facility to accelerate market share

Expand distribution

Distribution network to be further developed through Australia with a view to developing more contractual processing & supply arrangements

Retail expansion

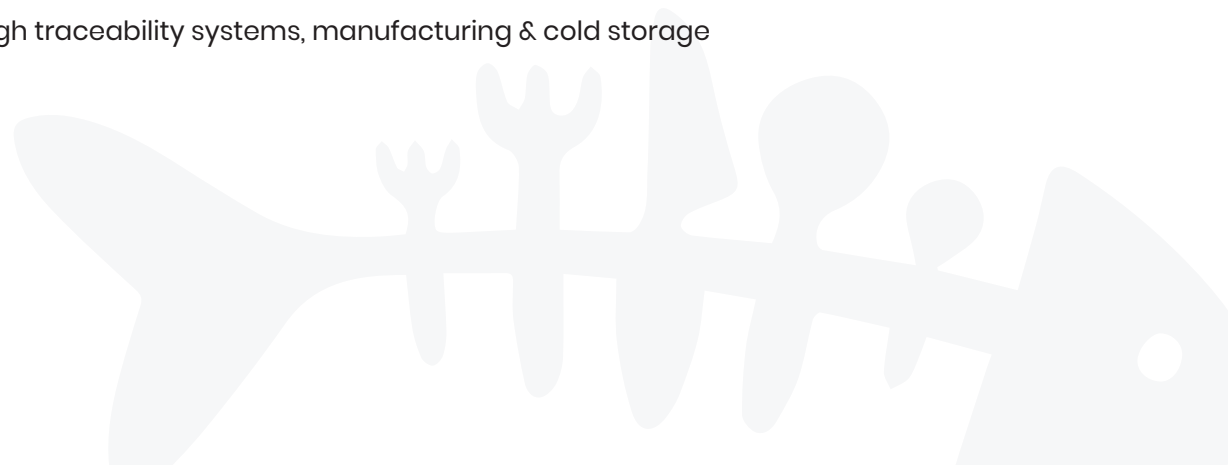
Expand its national footprint in branded stores across Australia

Scale processing

New technologies & equipment – enhance scale & capacity through traceability systems, manufacturing & cold storage

Import Export

Procurement strength – improved margin





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