

ASX Announcement
15th December 2014

DECEMBER PEARL AUCTION ANOTHER SUCCESS FOR ATLAS

Atlas Pearls and Perfumes Ltd (ASX: ATP) (“Atlas”) reports that it held another successful pearl auction in Kobe, Japan, over two days on the 8th and 9th of December. In a first for the Company 100% of lots were sold with very competitive bids being received from 45 individual buyers. Average prices exceeded 13% over the reserve prices and realised total sales in excess of \$1.3 million. Atlas continues to be assured by the strength of the White South Sea Pearl market and the demand for the “Atlas White” pearl in particular.

Atlas CEO’ Pierre Fallourd who attended the auction stated “Once again, Japanese traders confirmed their confidence in Atlas Pearls and validated the current private auction format. Bidding was particularly active on smaller sizes and successful companies won lots by a very small margin, reflecting the current relative shortage in this category”.

ABOUT ATLAS PEARLS AND PERFUMES LTD

Atlas Pearls and Perfumes (“Atlas”) is an Australian based pearling and perfume business established in 1992. Atlas has earned an enviable reputation as a world leading pearl producer of “nature’s most precious gift”, the South Sea pearl, specialising in highly sought after white and silver pearls. Atlas operates pearl farms spread across the Indonesian archipelago, including Bali, Flores, and West Papua. Atlas is a fully integrated pearling business. The Company has its own high quality grading and loose pearl distribution business, a jewellery manufacturing capability and sells direct to customers through wholesale partners and via its retail outlets. In 2012, the Company expanded its operations into perfumes and is currently developing a range of propriety products which include pearl powder (cosmetics and nutraceuticals), pearl proteins (cosmetics), pearl volatiles and boronia (perfumes) for supply into the global luxury supply chain.

For more information please visit: www.atlaspearlsandperfumes.com.au

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