

ANH secures e-commerce partnership to drive China sales

ASX Announcement

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Highlights

- **Abundant Produce's wholly owned subsidiary Abundant Natural Health ("ANH") secures agreement with Hui Yi (Beijing) International Trade Co., Ltd ("Hui Yi") to drive sales in China**
- **Hui Yi will manage daily operations of ANH's online store on China's largest e-commerce platform JD Global, JD.hk**
- **Hui Yi will plan and execute promotional activities to drive traffic and sales of ANH's full cosmetic and nutraceutical range while carrying out competitor brand and market analysis**
- **With in-country support provided by Hui Yi, Abundant will sell its full range of ANH branded cosmetic and nutraceutical products through JD.hk with launch planned for Q3 CY18**

Abundant Natural Health Pty Ltd (ANH)

Plant intellectual property developer Abundant Product Ltd (ASX: ABT, "Abundant" or "the Company") is pleased to announce that the Company has signed an e-commerce operation cooperation agreement with Hui Yi (Beijing) International Trade Co., Ltd ("Hui Yi").

This agreement will expedite and encourage sales of ANH's nutraceutical and cosmetic product range on Chinese e-commerce giant JD Global's online platform, JD.hk.

The agreement will see Hui Yi support ANH's push into China by taking responsibility for the daily operations and maintenance of ANH's online shop on JD Global's e-commerce platform.

Hui Yi have extensive experience in China in brand marketing and strategic activation incorporating sales channel management. Hui Yi with dedicated account managers will work closely with ANH management developing and formulating sales and marketing campaigns that clearly articulate the brand message and brand benefits across the full range of the ANH natural skin care range.

Running for an initial period of 12 months, the agreement will also see Hui Yi plan and execute promotional activities to drive traffic and carry out competitor brand and market analysis. The parties anticipate launch of ANH's cosmetic and nutraceutical range on JD.hk in the current quarter. The launch will be complimented with brand ambassadors (to be announced) and a full social media campaign.

Hui Yi will promote sales of ANH's full range of ActiveLyco™ infused face products, magnesium-enriched nutraceuticals and salt skin cleansing gels to Chinese consumers on JD.hk. The key extract which forms the foundation of ANH's ActiveLyco™ range is lycopene, a potent antioxidant which effectively fights the signs of aging, combats skin damage from sun exposure and provides relief from irritable skin conditions.

As China's largest overall retailer and internet company by revenue, JD Global offers ANH an unrivalled nationwide fulfilment network with 486 warehouses servicing 302 million active users as at March 2018.

Abundant Natural Health CEO, Shanan Birkin, said:

"Securing Hui Yi as our e-commerce partner represents a significant development for ANH and for Abundant Produce more broadly. The agreement will accelerate our traction with customers through the largest online retail channel in the most exciting global market for organic cosmetics and nutraceuticals."

"We are delighted that our innovative skincare offering is being recognised on an international level and look forward to growing sales rapidly in China with Hui Yi's support."

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About Abundant Produce Limited

Abundant Produce Limited (ASX: ABT) develops agricultural intellectual property, creating superior seeds and producing skin care products based on natural vegetable extracts. Based in Sydney and Cobbitty (at the University of Sydney's Plant Breeding Institute), Abundant breeds superior vegetable seeds for food producers, and vegetable plants for their active extracts.

Abundant specialises in breeding hybrid greenhouse vegetables with better yield, disease resistance, temperature tolerance, taste, texture, colour and shape, developing innovative products to target demand for highly productive food crops that thrive in low-tech conditions.