



**ABUNDANT**  
PRODUCE

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**INVESTOR PRESENTATION**  
(ASX: ABT)

JULY 2018



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ABT: Abundant Produce Limited

AS: Abundant Seeds Pty Limited

ANH: Abundant Natural Health Pty Limited

“ Abundant Produce is Australia’s only listed developer of plant intellectual property.

We specialise in turning scientific expertise into vegetable seed, skin care and nutraceutical revenue streams. ”



# Corporate Snapshot

## Capital structure and valuation as at 06.07.2018

Ordinary shares	M	54,907,500
Share price	A\$/share	\$0.30
Market capitalisation	A\$M	\$16.5
Debt	A\$M	\$0
Cash (31 Mar 18)	A\$M	\$2.895

## Board of Directors and Key Executives

Name	Position
Tony Crimmins	CEO – AS, Director
Graham Brown	Chairperson
Adam Hajek	Non-Executive Director
Stuart Richardson	Non-Executive Director
Seona Wallace	Non-Executive Director
Shanan Birkin	CEO – ANH

## Top 5 Shareholders (6 July 2018)

Name	Shares held	Shares on issue (%)
Mr Anthony Stephen Crimmins	7.2m	13.04
Austratronics Pty Ltd (Adam Hajek)	5.6m	10.17
J P Morgan Nominees Australia Limited	5.1m	9.21
Floraquest Pty Limited (Graham Brown)	3.5m	6.40
Oak Capital Pty Limited	2.3m	4.19

# Abundant Produce Structure



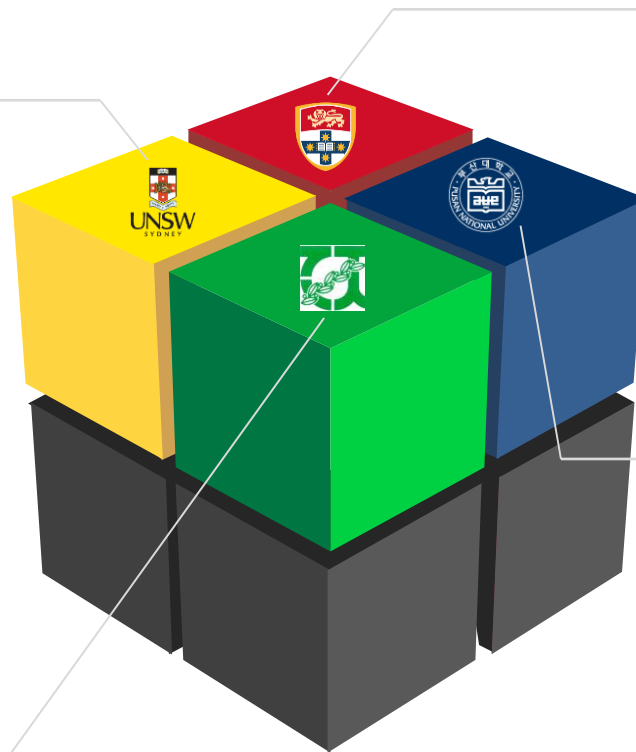
“ We create shareholder value through the deep-rooted connection between our entities and their inherent sharing of innovation and IP to deliver multiple and diverse revenue streams. ”

# Competitive Advantage

- Abundant Produce has established trusted commercialisation partnerships with top-tier research institutions. **This provides access to advanced research facilities with Abundant retaining IP.**



At **UNSW**, we develop the best method of extracting active ingredients from plants without damaging the delicate structures that make them effective.



THE UNIVERSITY OF  
**SYDNEY**

At **The University of Sydney**, we develop vegetable varieties high in sought-after botanical ingredients.



**부산대학교**  
PUSAN NATIONAL UNIVERSITY

At **Pusan National University**, Busan Korea, we work closely with a cosmetic bacteriologist to create organic acids from vegetable waste streams.



**Chonnam National University**, Gwangju Korea, supports our specialist process engineering activities and magnesium technology development.





ABUNDANT  
SEEDS

“ The global seed market, estimated at US\$68 billion in 2017, is projected to reach a value of US\$99 billion by 2022.

We are addressing a large gap in the market for seed that adapts to low-tech conditions but still delivers on yield, flavour and size. ”

*Source: Research and Markets*



# AS Point of difference

***We are ideally positioned to benefit from the increasing global population and consequent rise in demand for food, which stimulates global demand for enhanced seed varieties.***

Key drivers:

- 🔗 High tech greenhouses becoming the norm for feeding the world's cities
- 🔗 High tech greenhouses need high yielding, high quality seed to enable more fruit per square meter
- 🔗 Biosecurity global priority - increased regulations to control diseases, particularly in Australia. This creates the potential to stop seed imports
  - 🔗 AS to leverage its Australian-made status to clear itself of this hurdle and meet demand from growers and distributors
  - 🔗 AS' improved disease testing, breeding and management increases opportunity domestically and internationally



# Rising Seed Sales

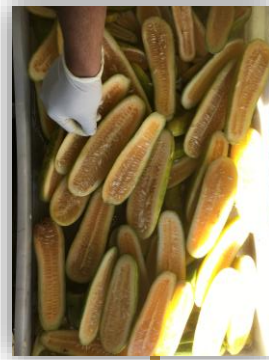
- 🌀 Domestic sales are increasing, targeting high production areas:
  - 🌀 Sydney
  - 🌀 Coffs Harbour
  - 🌀 Adelaide
- 🌀 Growers are looking for a point of difference, which we deliver via our better yielding, temperature tolerant seeds
- 🌀 Positive customer feedback on our first season summer cucumbers
- 🌀 Sydney growers will commence picking their second season's winter crops in August 2018
- 🌀 The market for cucumber seed in Australia is 100% imported and is estimated at 21 million seeds annually, excluding mini varieties
- 🌀 Our tomato inbred hybrid program will mature in FY2019/20 into the largest vegetable seed market
- 🌀 Our global distributor handles €80 million in tomato seed sales to Europe and Mexico alone

# Timeline



2018

- Grower trials & awareness
- Disease testing
- Tomato hybrid seed production for trails
- 1<sup>st</sup> assessment of tomato co-hybrids (Spain)
- Attracting influencers in seed sales through growers



2019

- Finalise disease package for Tomato hybrids
- Early summer tomato distributor trials
- Commencing grower cucumber seed sales
- Small sales tomato seed home market
- Distributor agreement domestic cucumbers
- 2<sup>nd</sup> assessment of co-hybrids (Spain and France)
- AS domestic tomato hybrid seed production



2020

- 1<sup>st</sup> round co-hybrid release (late 2020)
- Start of domestic distribution of tomato hybrid seeds to large scale growers (late 2020)
- Growth in domestic cucumber seed sales

# Investment in Developing Seed IP

- 🌀 We recently launched the Phenome Networks software programme to manage data in our breeding programmes
- 🌀 Through this programme we know where our seeds' mothers and fathers are from, allowing us to replicate and improve effortlessly
- 🌀 Through the software we have created an inventory programme to record all seed movements, trial data and stock levels
- 🌀 Same software program used by Monsanto having transitioned from their inhouse \$US4.5 million program. Cost to AS \$5,000/year







**abundant**<sup>TM</sup>  
NATURAL HEALTH


“

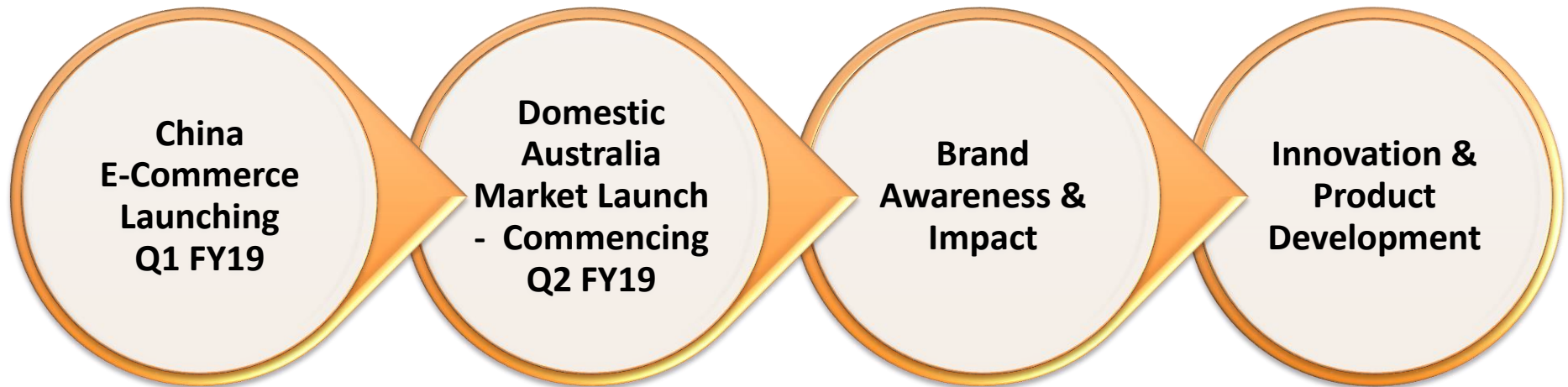
Global revenue in the natural and organic personal care products market was worth US\$12.1 billion in 2017 and is expected to increase at a **CAGR of 8.3%** over the decade ahead. The global market is expected to be valued at US\$29.5 billion by the end of 2028.

”

*Source: Persistence Market Research*

# Commercialising Now

 Four key pillars of focus – delivery growth



# Key Drivers – Large Markets

- 🌿 The natural skin care segment is outperforming the broader skin care market, driven by:
  - 🌿 growing consumer awareness about the efficacy of natural and organic personal care products;
  - 🌿 a desire to make cleaner, greener lifestyle choices; and
  - 🌿 increasing concerns about the potential hazards of synthetic chemicals



# ANH's Natural Product Timeline



2016

- Research and development



2017

- Face cream launch
- Shopify website launch



2018

- Commercialisation phase
- 5 new SKUs of face, body & skin ranges
- Signed three Australian Women Footballers as ambassadors
- Re-release face cream and magnesium products



2019

- Build and maximise sales
- Release new cleanser, toner, essence and magnesium products

# Sales Growth Set to Flourish

- 🌿 “Abundant” trademark registered in China in July 2017 – allows sales into Chinese market
- 🌿 Diagou channels commenced in Australia, leveraging existing relationships to ensure loyalty to introduced product
- 🌿 Six products released to date, all sold via ANH’s website. In a matter of months post launch, ANH achieved sales of \$123,000 for its ActiveLyco™, magnesium and salt ranges in the March 2018 quarter
- 🌿 Activation, sales, marketing and distribution agreement signed with healthcare channel partner HealthOne to distribute ANH’s growing product range domestically through pharmacy banner groups and pharmacies
- 🌿 Launching into China e-commerce now - JD Global

# Production and Logistics

- 🌿 Baxter Laboratories production facility secured in Victoria – TGA and GMP certified
- 🌿 Highly transparent Australian supply chain traceability:
  - 🌿 Purpose-bred vegetables grown at University of Sydney
  - 🌿 Extract completed at UNSW
  - 🌿 Product manufactured at Melbourne facilities
- 🌿 Secured and contracted packaging closures with Yonwoo, the No. 1 manufacturer of cosmetics containers in South Korea

# Distribution Channels – Australia

- HealthOne retail plan being rolled out with products expected instore in Q2 FY19
- Focus initially on pharmacy banner groups and chemist chains
- Further market engagement and activation:
  - Signed Australian International Women's Football Players Lisa De Vanna, Chloe Logarzo and Caitlin Foord as brand ambassadors (12 month contracts)
  - F45 and Anytime Fitness individual club support
  - HealthyLife individual store – consignment sign up
  - Eastern Suburb Rugby Union Football Club partnership
  - Athletics NSW/Masters/Little A's partnership in negotiation





# Distribution Channels – China

*In rapid time, Abundant has secured broader and higher-potential distribution in China than a number of much larger Australian exporter peer companies.*

Company	Mkt Cap 06.07.18	Diagou	TMall	JD.com	VIP.com	Kaola.com	CIQ
BKL (Blackmores)	\$2.4B	Yes	Yes	Yes	Yes	Yes	Yes
BWX (Sukin)	\$700M	Yes	Yes	Yes	Yes	Yes	Yes
BUB (Bubs Aust)	\$296M	Yes	Yes	Yes	Yes	Yes	Yes
WHA (Wattle)	\$142M	Yes	Yes	Yes	Yes	Yes	Yes
A2M (A2 Milk)	\$7.7B	Yes	Yes	Yes	Yes	Yes	Yes
<b>ABT (Abundant Produce)</b>	<b>\$16.5M</b>	<b>Yes</b>	<b>Relaunch Q2 FY19</b>	<b>Yes</b>	<b>-</b>	<b>Pending</b>	<b>Yes</b>

- JD Global launching all six Abundant SKUs through its online channels in Q1 FY19
- Xianhongshu (Little Red Book) No.1 shopping and e-commerce cross border app for international brands – launch in negotiation



# 京东 JD.COM

多·快·好·省

## Launching now

**产品标题**

**产品信息**

**运动前喷涂 减少疲劳酸痛**  
ABUNDANT 运动前喷涂

**产品信息**

**产品功效**

**使用方法**

**运动与缓解疲劳的秘密**

**产品成分**

**产品特点**

**产品信息**

**肌肤问题层出不穷**

**产品信息**

**产品功效**

**ABUNDANT 番茄红素秘密**

**使用说明**

**产品成分**

**产品细节**

**轻松涂抹 缓解延迟性肌肉酸痛**  
ABUNDANT 延迟性肌肉酸痛凝胶

**产品信息**

**运动与缓解疲劳的秘密**

**产品成分**







**产品特点**

**产品功效**

**产品细节**



# Investment Highlights

-  Abundant Produce is building customer traction with a strong pipeline of attractive, high-margin products with global distribution potential
-  Partnering global universities – world leading IP
-  Commercialising now – led by online and bricks & mortar sales of natural skin care products
-  Seed breeding business – technology lead, regulatory change, signed global distribution agreement
-  Supported by multiple government grant and research incentive schemes; coupled with low overheads, this will significantly enhance ABT's cash position
-  Ethical, non-GM exposure to the global food crop seed and skin care markets

# Thank You



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