



Q4 FY21 UPDATE

PURE FOODS OVERVIEW

PFT was formed in 2015 to acquire, grow and develop premium food businesses in Tasmania with a highly experienced Board and Management team.

Since establishment, PFT has become a Tasmanian hub of premium foods having now developed a number of own brands organically and through acquisition as well as creating:

- E-commerce platform providing direct to customer relationship with nationwide distribution
- Broader distribution domestically and via export including e-commerce in Asia with strategic partnerships



Organically

Through Acquisition



PURE TASMANIAN
seafood



DALY POTATO CO.
— Tasmania —



the
cashew
creamery



Q4 FY21 HIGHLIGHTS



Group revenue
up 98% YTD pcp



Large increase in Asian
Distribution



Confirmation of
Launch of New
Homestead Pate SKU
into Woolworths
Stores Nationally
Potato & Gravy ready
for major retail

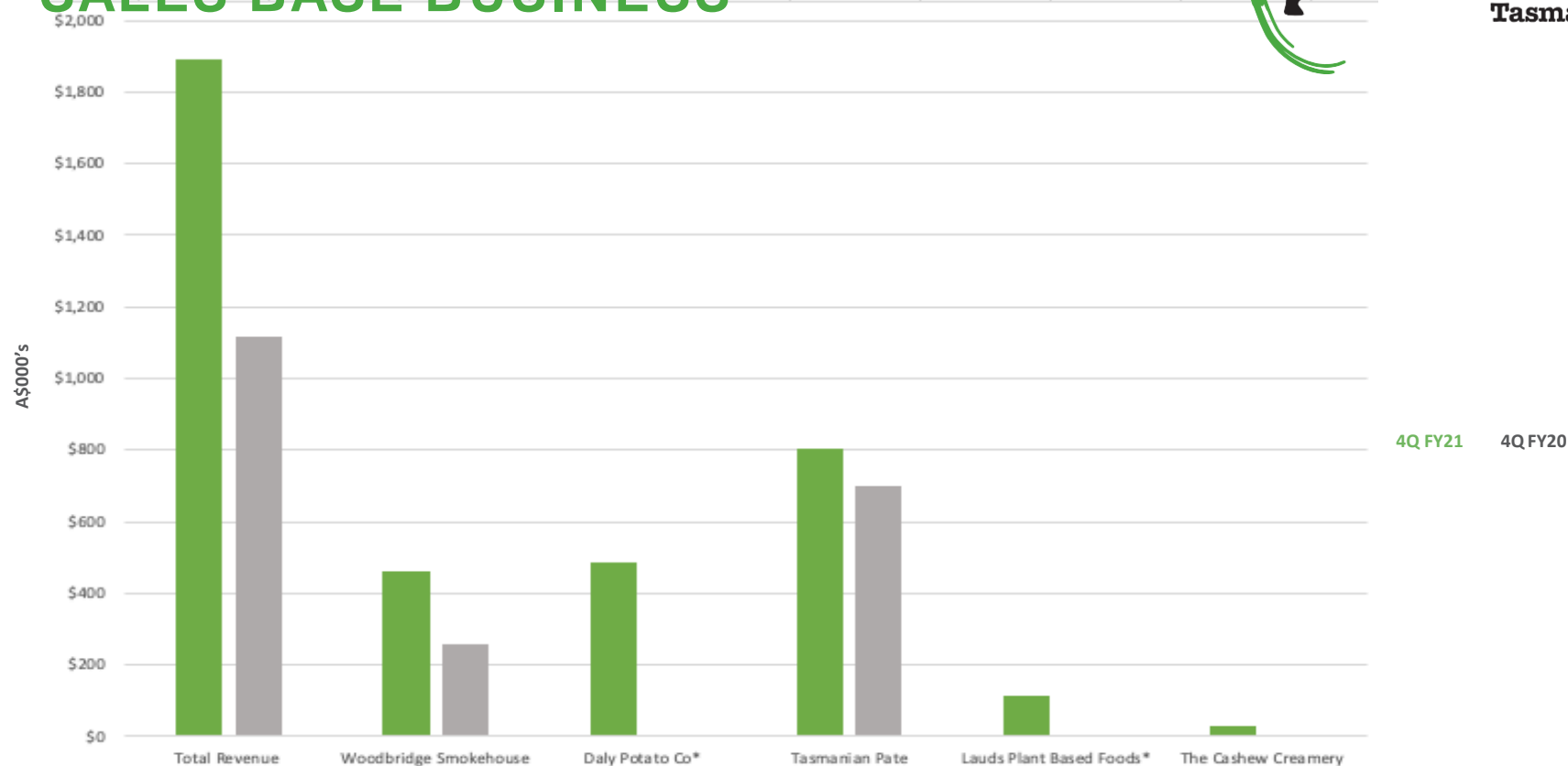


Active stockist
database grows 207%
pcp



Online Store sales
up 332% FY21 vs
FY20

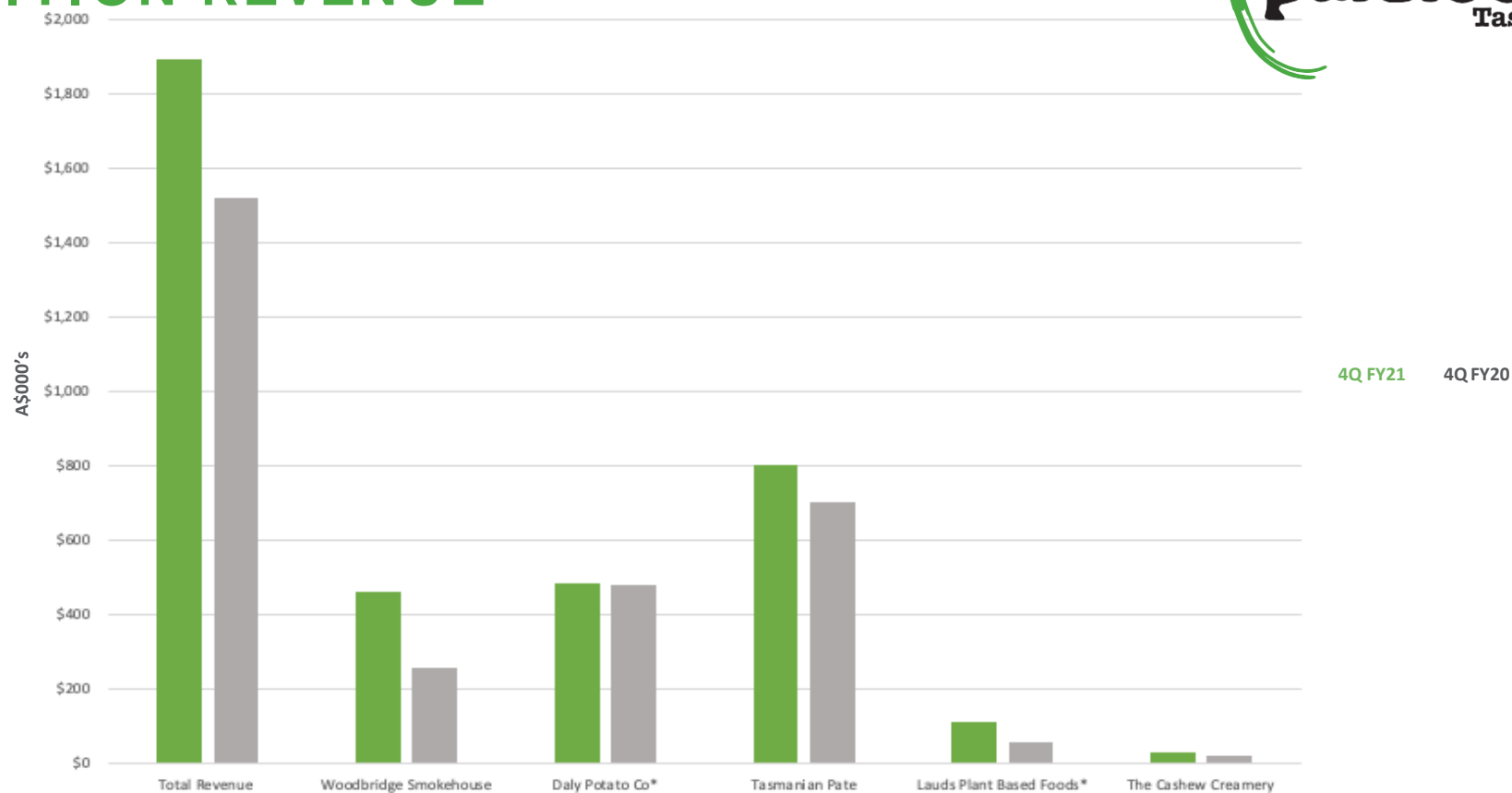
Q4 FY21 V Q4 FY20 GROUP SALES BASE BUSINESS



A\$000's	4Q FY21	4Q FY20	Change
Total Revenue	1,892	958	98%
Woodbridge Smokehouse	462	257	79%
Daly Potato Co*	485	0	0
Tasmanian Pate	802	701	14%
Lauds Plant Based Foods*	112	0	0
The Cashew Creamery	29	0	0

*Revenue Growth FY21 YTD v FY20 YTD ending 30/6/21 unaudited

GROUP SALES INCLUDING ACQUISITION REVENUE



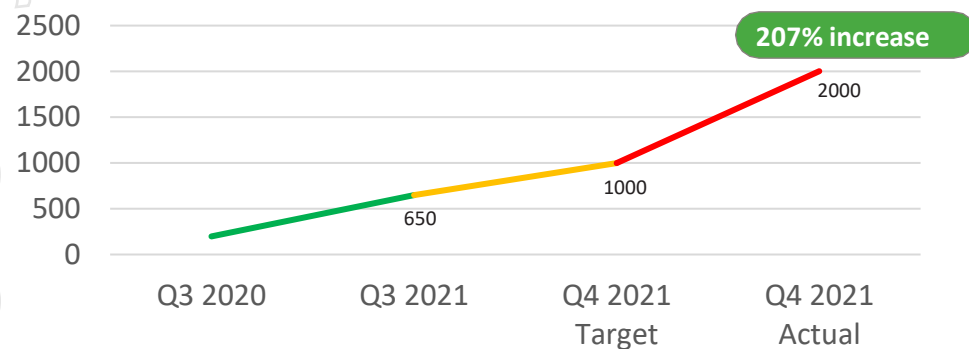
A\$000's	4Q FY21	4Q FY20	Change
Total Revenue	1,892	1,521	25%
Woodbridge Smokehouse	462	257	79%
Daly Potato Co*	485	482	0.6%
Tasmanian Pate	802	701	14%
Lauds Plant Based Foods*	112	60	52%
The Cashew Creamery	29	21	38%

*Revenue Growth FY21 YTD v FY20 YTD ending 30/6/21 unaudited

CUSTOMER BASE CONTINUES TO GROW ACROSS ALL CHANNELS



Number of PFT Stockists



PFT's Key Customer Segments



NATIONAL SOLE SUPPLIER AGREEMENT SECURED FOR WOODBIDGE SMOKEHOUSE



- Following PFT distribution partner, Monde Nissin Australia (**MNA**) extending the distribution of WBSH products into Victoria, New South Wales, ACT and Western Australia in early February, Woodbridge has now secured national sole supplier status with MNA for smoked salmon and trout products, and potentially increasing Group revenues by c.15% in FY22 (vs FY21 levels)
- Agreement with Tas'Mania Fresh to expand the distribution of Woodbridge Smokehouse into six major retail chains in Hong Kong, generating the largest order to date of 40,000 units of 100g Atlantic Salmon and Ocean Trout, with a forecast of an additional 200,000 units in H1 FY22

+79%

SALES GROWTH
Q4 FY21 v Q4
FY20



STEADY GROWTH CONTINUES INTO Q4

- Tasmanian Pate's sub-range Homestead Pate has continued to grow in volume with the range expanding outside major retail
- New Homestead variant launching into Woolworths nationally in FY22
- Distribution of branded and white label products continues to grow
- New Homestead variant launching into 850 Woolworths nationally September 21



+14%

SALES GROWTH
Q4 FY21 v Q4
FY20



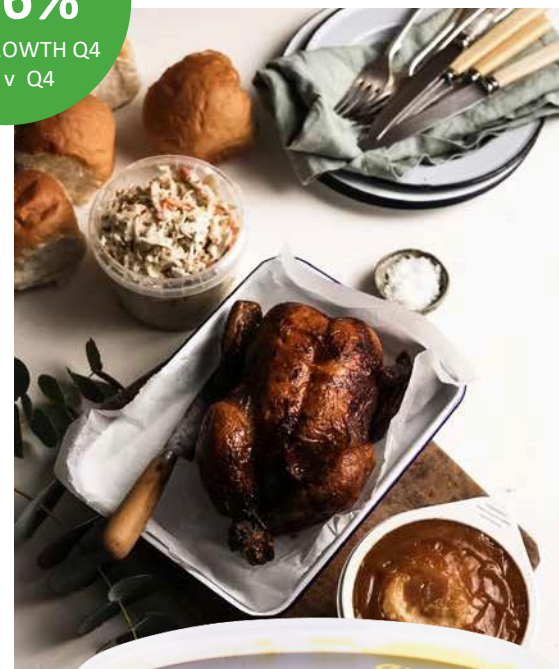
DALY POTATO COMPANY STEADY DURING WINTER MONTHS

- National roll out of premium Homestyle Coleslaw in Woolworths
- Focus on prepared vegetables and bake range during the colder season
- New Product Development in process for salad range going into Summer
- Daly Potato Co's Potato & Gravy continues to expand into Tasmanian market
- Marketing activities with Daly Potato Head competition campaign and North Melbourne Football Club Tasmanian game activation have helped to drive consumer awareness and product trial instore (see following pages)

DALY POTATO CO.
— Tasmania —

+0.6%

SALES GROWTH Q4
FY21 v Q4
FY20



LAUDS PLANT-BASED FOODS

- Distribution continues to grow through existing distribution partners and PFT Tasmanian sales team
- New online store launched specific to brand in June
- New sliced cheese and cream cheese ranges to be rolled out in Q1 FY22
- Dark Mofo Winter Feast activation (see 3rd last slide)



+52%

SALES GROWTH
Q4 FY21 v Q4
FY20



THE CASHEW CREAMERY

- PFT acquired The Cashew Creamery March 30 2021.
- Sales grew 38% Q4 FY21 vs pcg
- PFT Tasmanian sales team grew stockist 167% in Q4 FY21
- Launching into National IGA stores in September 21
- Currently presenting to our export partners



+38%

SALES GROWTH
Q4 FY21 v Q4
FY20



The Big Opportunity

Potato & Gravy ready to launch into major retail in September via Hot Boxes sold along side BBQ Chickens

We have been trialling this produce through local Tasmanian IGA stores with promising results

It is estimated there is roughly 95 million BBQ Chickens sold through retail stores in Australia each year at value of \$1 Billion*

* PFT estimate based on news reports and Meat & Livestock Australia report 2016



“Feed the family for \$20.00*”



Meals Made Easy !! launching into Retail & P&C

*\$20.00 is only a suggested RRP retailers may sell high or lower

BRAND ACTIVATION OVER Q4 FY21



purefoods
Tasmania

DALY POTATO HEAD COMPETITION

- Consumers were given the opportunity to WIN a year's worth of Daly Potato Co products by sharing a photo of them with their Daly beanie or products online
- Great engagement from consumers and retailers

DALY POTATO CO.
— Tasmania —



NORTH MELBOURNE FOOTBALL ACTIVATION

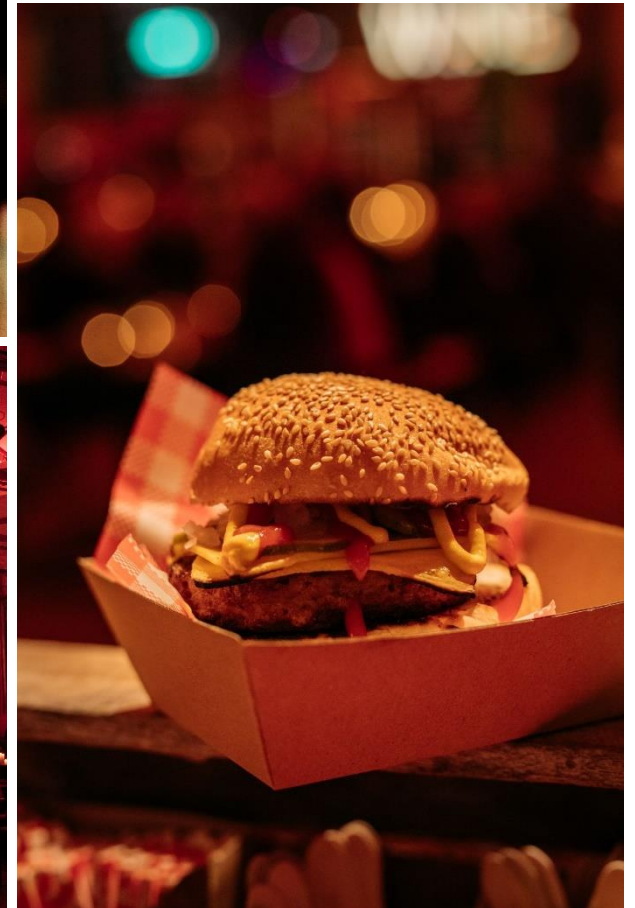
- Handed out 2,500 Potato & Gravy 250g samples, and merchandise to the crowds on their way at the home game at Blundstone Arena
- Great reception from consumers and feedback following the game
- Brand awareness and product trial

DALY POTATO CO.
— Tasmania —



DARK MOFO WINTER FEAST

- Lauds used its annual stall at Dark Mofo Winter Feast as an opportunity for an “advanced screening” of the new sliced cheese product with an American Cheeseburger using V2 Meat Pattie
- The Cashew Creamery also collaborated with the plant-based Diner to show off vegan ice cream sandwiches
- Feedback was 5 stars all around with many stating “best cheeseburger” they had tasted



LEVERS FOR FURTHER GROWTH



- Further acquisitions of scale business to support production demand
- Product trials in prepared meals category
- Potato & Gravy offer ready for Hot Box Nationally
- Leveraging – combo opportunities with cross promotions real competitive advantage
- Research for opportunities within Beverage category
- Continue to find opportunities of growth organically and through acquisition
- Continue to be proudly Tasmanian and support Tasmanian wherever possible
- Range Tasmanian Pate through export channels in Asia
- Expand fresh seafood offering in retail
- Launch into plant-based beverage market
- Build unique snack product range
- Secure Petrol & Convenience distribution for plant-based ice cream alternatives



Thank you

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Tasmania

Approved by the Managing Director