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BELLAMY'S AUSTRALIA

A woman with long, wavy brown hair, wearing a white lace-trimmed dress, is holding a baby high in the air. The baby is wearing a white headband with a large white flower and a white dress with a purple floral pattern. They are both smiling and looking at each other. The background is a blurred view of the ocean and a clear sky.

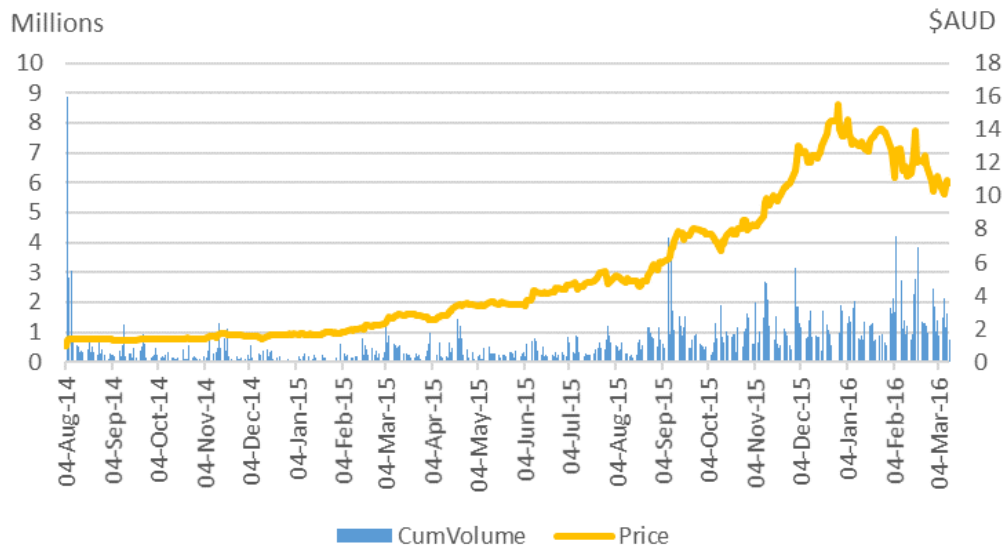
Bellamy's Australia Limited (ASX:BAL)

US Roadshow | March 2016

A pure start to life.

Company overview

- Tasmanian based producer of Australian made organic foods for babies and toddlers
- We offer a pure start to life for babies and young children globally through wholesome healthy organic food and formula
- Brand reputation as leader in organic food and formula products made in Australia

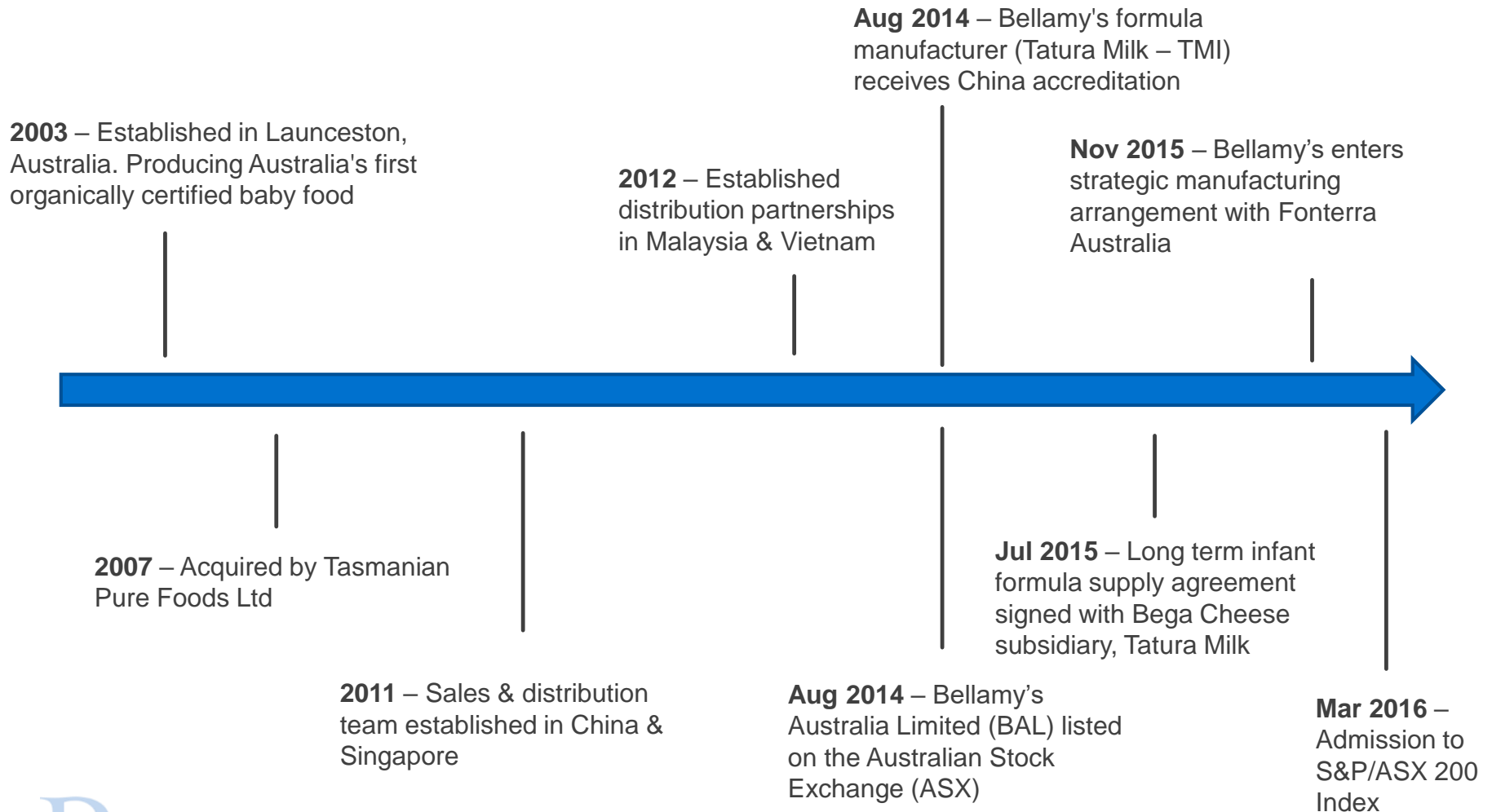


ASX ticker	BAL
Market Capitalisation (at 14 Mar 2016)	A\$1.06bn
Average Daily Volume (3 month)	1.28m (A\$13.5m)
Industry	Food & Beverage

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Operating for 13 years



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Experienced board and management team



Rob Woolley

Non-Executive Chair (Independent): Rob was appointed as Chair on the formation of the company in 2007. Rob is also Chairman of TasFoods Limited, an ASX listed company in the food industry. Rob is presently a Director of Freycinet Coast Financial Services Ltd. Previously Rob was a Chairman of Tandou Ltd and Managing Director of Websters Limited. Rob holds a Bachelor of Economics and is a Fellow of the Institute of Chartered Accounts.



Laura McBain

Managing Director and CEO: Laura was appointed as General Manager of Bellamy's in 2006, CEO in 2011 and Managing Director in 2014. Prior to joining Bellamy's, Laura practiced as an accountant specialising in business advisory and taxation services. Laura holds a Bachelor of Commerce and in 2013 completed the IMD leadership challenge. She was named Telstra Australian Business Woman of the Year (Private and Corporate) in 2013. Laura is also a director of EFIC (Australian Export Finance and Insurance Corporation)



Launa Inman

Independent Non-Executive Director: Launa was appointed as a non-Executive Director of the company in February 2015. Launa brings to the board extensive experience in retailing, marketing, finance and logistics. Launa is a Director of the Commonwealth Bank of Australia. Her diverse experience includes Managing Director and CEO of Billabong International and Managing Director of Target Australia Pty Ltd. Launa's qualifications include a Masters and Bachelor of Commerce.

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Ian Urquhart

Independent Non-Executive Director: Ian was appointed as a non-Executive Director and the company secretary on the formation of the company in 2007. Ian brings a wealth of experience to the Board, having previously been Chief Financial Officer and Director of the PGA Group Pty Ltd. Ian has a Bachelor of Commerce, a Masters in Administration and is a Certified Practicing Accountant (CPA).



Michael Wadley

Independent Non-Executive Director: Michael was appointed a non-Executive Director in 2014 and is based in Shanghai. Michael is a principal at Wadley Consulting Shanghai Co. Ltd, and on the board of Directors of the Australian Chamber of Commerce in Shanghai. Michael holds a Bachelor of Laws from Queensland University, and is admitted to practice in the Supreme Court of Queensland, the High and Federal Courts of Australia, and is registered as a foreign lawyer in China and Hong Kong.

Patria Mann

Independent Non-executive Director: Patria was appointed a non-Executive Director on 10 March 2016. Patria is an experienced non-executive Director who is currently on the boards of Event Hospitality and Entertainment (formerly Amalgamated Holdings), Ridley Corporation, Allianz Australia and Perpetual Superannuation. Patria brings strong audit, investigation, risk management and governance experience to Bellamy's having held senior roles at KMPG/Peat Marwick in both Sydney and London. Patria was formerly a Partner at KPMG where she established the Forensic Accounting practice for the firm. She holds a Bachelor of Economics (University of Sydney), is an associate of the Institute of Chartered Accountants and a Fellow of the AICD.

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Experienced board and management team

Charles Sitch

Independent Non-Executive Director: Charles was appointed a non-Executive Director on 10 March 2016. Charles is a Director of Spark (formerly Telecom New Zealand), Pacific Edge Technologies and Apiam Animal Health. He is also Chairman of the Robin Boyd Foundation and Board Member of Trinity College (Melbourne). Charles was previously a Director of the global management consulting firm McKinsey & Co for 24 years. He brings a depth of international experience with clients in the FMCG, retail, media and pharmaceutical industries, having led McKinsey industry practices in New York, Shanghai and Melbourne. Charles has a Bachelor of Laws / Commerce from the University of Melbourne, an MBA from Columbia Business School, and is a Graduate of the AICD.

Shona Ollington, Chief Financial Officer: Appointed CFO in August 2014. Prior to joining Bellamy's Shona enjoyed a 16-year career at KPMG (Director since 2011) specializing in business advisory, taxation, business restructuring and business valuation.

Brian Green, Company Secretary: Appointed in June 2014, after having been performing the role of the CFO from 2007.

Rod Lyon, Operations Manager: Appointed in 2012 having previously been GM of Operations at Tamar Ridge Wines and Operations Manager at Reynolds Wines. Responsible for supply chain, production, logistics and compliance management.

Aby Shukla, Sales Director (Australia & SE Asia): Appointed in August 2015, Aby has more than 15 years of experience across various marketing and sales roles. Over 12 of those years were spent in Melbourne, Sydney and Auckland with Cadbury's Schweppes and then Red Bull.

Jiong Ou (Henry) Hong, National Sales Director - China: Appointed in October 2012 and responsible for commercial operations and sales in China. Henry's extensive experience in food sales and development has been gained through his previous roles as the National Sales Director, and National Sales Manager and Sales Manager Foods for Kerry Ingredient Food Trading Shanghai.

Chris Sherbon, Marketing Director: Chris is the owner and director of Synthesis Consulting and has been providing branding, marketing, promotion and communication strategies for Bellamy's Organic from 2009. Chris has an extensive background and over 40 years' experience in business development, brand management and advertising in the United Kingdom and Australia.

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Baby food and formula market

- Global baby food market is estimated to reach US\$72.7bn by 2020, registering a CAGR of 6.4% from 2015 – 2020 (source: Allied Market Research, 2016)
 - Infant formula is the largest segment
 - Baby foods is the second largest segment
- Global infant formula market is estimated to exceed US\$50bn annually with a growth rate of 7% per annum (source: Zenith International, 2015)
- Chinese infant formula market exceeds A\$13.3bn annually (source: Sydney Morning Herald, 22 July 2014)
- Bellamy's is well prepared to capitalise on increase in popularity of e-commerce channels particularly in the China market, with Flagship stores open on major on-line trading platforms – T-mall, JD.com, VIP.com

Competitive advantage - Australian Made and certified organic



Bellamy's - *an established, recognised brand in the baby food and formula category across Australia and Asia*

- *easily recognised* on the shelf through well designed packaging that reinforces the core brand values of Australian made and Certified Organic
- *trusted* as a credible, authentic food company by families across Australasia

The most important differentiator of the Bellamy's brand and product suite is the concept of being 100% Australian made, 100% certified organic AND providing a complete product range of formula and food from birth to toddler.

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Our distribution channels

Australia

Supermarkets
Pharmacies
Baby Stores
Health Food
Online

Singapore

Supermarkets
Pharmacies
Baby Stores
Health Food
Online retailers

China & HK

Mother and Baby
Stores
Online Platforms

Malaysia

Supermarkets
Pharmacies

Vietnam

Local
Supermarkets

New Zealand

Supermarkets



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Products - infant formula range

- Only certified organic infant formula produced in Australia
- Three infant formula products:
 - Step 1: Infant formula – suitable from birth to 12 months
 - Step 2: Follow on formula – suitable from 6 to 12 months
 - Step 3: Toddler milk drink – from 12 months +
- Two variants of each product are produced
 - One made for Australian and export markets
 - Other suitable for China only (designed to meet different labelling and compositional requirements of the Chinese regulators)



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Products - organic baby food

- Over 47 unique Australian made and organic certified products, including:
 - snacks, cereals, pastas and ready to eat pouches
- Several new products launched recently
 - customised ready to eat pouch range
 - new cereal extension range
 - new fruit bites snack range
- Pivotal to longer term strategy of building Bellamy's brand in supermarkets and through Asia

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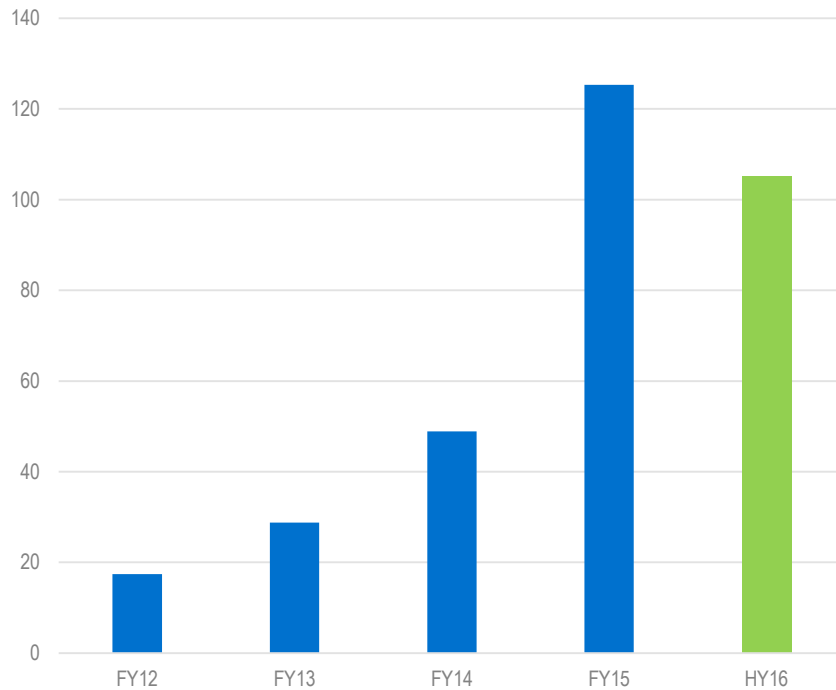
Organic supply chain

- Bellamy's key strength is a strong and deep understanding of the complex global organic ingredient supply chain
- Bellamy's has strong relationships with key organic suppliers globally (mainly located in Europe)
- Bellamy's has developed varying production pathways to improve operational efficiency:
 - Full service – products delivered to Bellamy's as completed goods. Bellamy's provides artwork and specifications, develops and maintains all key ingredient supplier relationships
 - Manufacturing – Bellamy's provides ingredients, raw materials, packaging to manufacturing/packing facilities
- Bellamy's has created a flexible production business model
 - 15 contract packing and manufacturing facilities engaged across Australia
 - Infant formula produced with Tatura Milk Industries (part of Bega Cheese Ltd) under 6 year agreement (through to 2021)
 - Recently signed 5 year agreement with Fonterra for manufacture of infant formula... volumes expected from early FY2017

A track record of strong growth

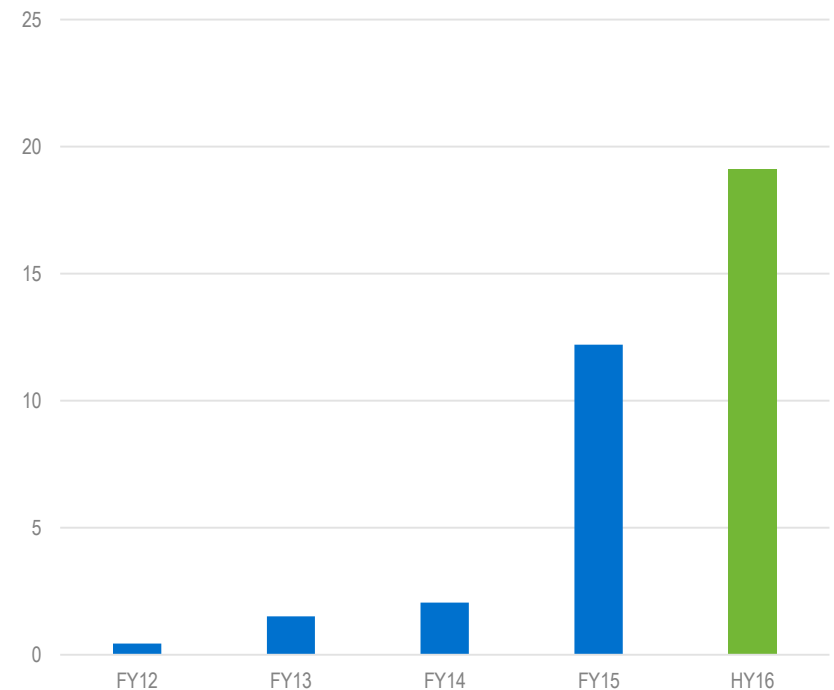
Revenue

\$AUD Millions



EBIT

\$AUD Millions



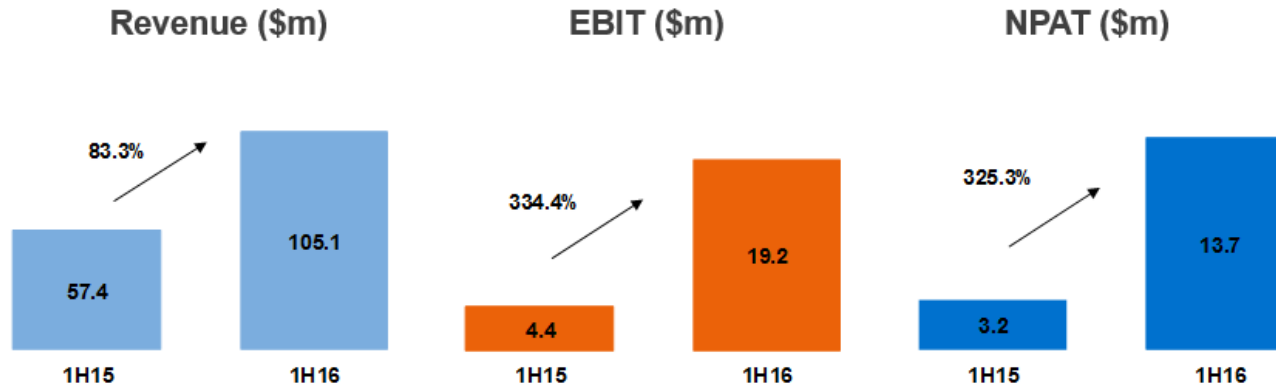
* FY12 & FY13 Pro forma historical pre IPO results

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HY16 financial performance

■ Strong HY16 financial performance



■ Revenue growth driven by:

- Strong domestic sales
- Increased brand awareness, successful marketing across all countries
- Growth across all retailers and new distribution points with independent retailers in domestic market
- Scale leverage of Bellamy's platform evident in exceptional growth in earnings off strong growth in revenue

■ Managing costs while growing revenues

- Gross profit margin of 41.6% up on previous period (1H15: 32.1%)
- Channel mix, with online channels delivering higher gross margins
- Price rise in the domestic market implemented in December 2015, expect to see a flow on benefit in 2H16

Australian market opportunity

- Domestic market continues to represent majority of sales
- Extending our reach
 - Now with 4,000 distribution points in Australia (FY15: 3,000 distribution points)
- Online store making product readily available to domestic market
 - Exceptional growth in domestic online sales
- Increased prices in infant formula market
 - Balancing cost increases for organic ingredients



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China market opportunity - strong demand for “Australian Made”

- Increased sales to retailers through agency with SIIC and multiple distributors
- Retailers embracing online phenomena
 - Offering customers their own retail platform
- T-mall flagship store our formal channel for Bellamy's e-commerce into China
- Continue to monitor cross border traders
- Well placed to benefit from changes in anticipated packaging regulation
 - Proposed changes in China regulations for cross border trade will strengthen Bellamy's position and provide greater control over the trade of its products through online channels



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Online channels - effective route to China market

- Our formal channel for Bellamy's e-commerce into China
- Now in the top 15 brands for formula
- Still remains multiple cross border traders who purchase products from Australian stores and sell these through e-commerce platforms
 - Continuing to monitor this market closely



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SE Asia market opportunities

- Continued, strong demand for “Australian Made” and organic products in Asia
 - Continued improvement in segment sales growing market share
- Singapore
 - Doubled market share and continuing to grow
 - Market share now at 3%
 - Continuing to develop infrastructure to further develop this market
- Malaysia and Vietnam
 - Remain committed to building our footprint across South East Asia



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Outlook

- FY 16 Group revenue expected to be in the range of A\$240m - A\$260m
- Margins expected to be broadly in line with 1H16
- Further building footprint across SE Asia
- Further investment in marketing and sales distribution
- Global supply chain initiatives support continued Australian and Asian demand growth
- Well positioned for potential regulatory changes in China
- Continuing growth in demand for Bellamy's products



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Appendix

1. Income Statement 1H2016
2. Balance Sheet 1H2016
3. Cash Flow 1H2016

Income Statement 1H2016 - A record half year result

(A\$m)	1H16	1H15	Change
Revenue (Net of trading terms)	105.1	57.4	83%
EBIT	19.2	4.4	334%
Profit before income tax expense	19.5	4.7	311%
Net profit after income tax expense	13.7	3.2	325%
Net Assets	63.2	48.9	29%
Operating cashflow	(1.2)	(10.3)	>>
Interim dividend	4.1 cps	-	

Balance Sheet 1H2016

(A\$m)	30-Dec-15	30-Jun-15	Change
Cash	27.7	32.0	(14%)
Borrowings	0.2	0.2	0%
Net Assets	63.2	48.9	29%
Net tangible assets	62.9	48.8	29%
Net assets per share (cents)	65.4	51.5	27%
Net tangible assets per share (cents)	65.1	51.4	27%

- Minimal gearing with Net Assets up 29%
- Interim dividend declared 4.1 cents per share (fully franked)

Cash Flow 1H2016

(A\$m)	1H16	1H15	Change
Operating cash flow	(1.2)	(10.3)	>>
Investing cash flow	(0.7)	(0.3)	163%
Financing cash flow	(2.5)	23.1	<<
Net cash flow movement	(4.4)	12.5	<<

- Improved operating cash flows
 - Whilst overall cash balance has decreased by \$4.4 million, trade and other receivables have increased, contributing to the growth in net working capital
 - Overall increase in net working capital of \$14.1 million during the period
 - Operating cash flows during the half reflect the timing of purchases at period end. Therefore cash flow movement at a particular point in time does not necessarily reflect the purchasing cycle of the business.
- Financing cash flows
 - In October 2015 the company paid a fully franked dividend of \$2.7 million (2.86 cents per share for FY15 full year)

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