



ECOFIBRE

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anandaPROFESSIONAL



HEMP BLACK

anandahemp



SpectrumGels
900mg



anandafood

Investor Presentation

21 May 2019
Sydney, 9:30– 9:50am

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Company Overview

Three businesses focused on serving specific consumer markets and geographies

Market Statistics @ 17 May 2019 (ASX:EOF)

Date listed	29 March 2019
Share price	\$2.10
Shares on issue	\$309.3m
Market capitalisation	\$650m
Free float	37%

Board & Management

Chairman	Barry Lambert
Managing Director	Eric Wang
Non-Executive Director	Jon Meadmore
CFO & Company Secretary	Jonathan Brown
Executive Team	USA & Australia

Our businesses



Vertically integrated business selling hemp-based nutraceuticals focused on the US practitioner and independent pharmacy segments.



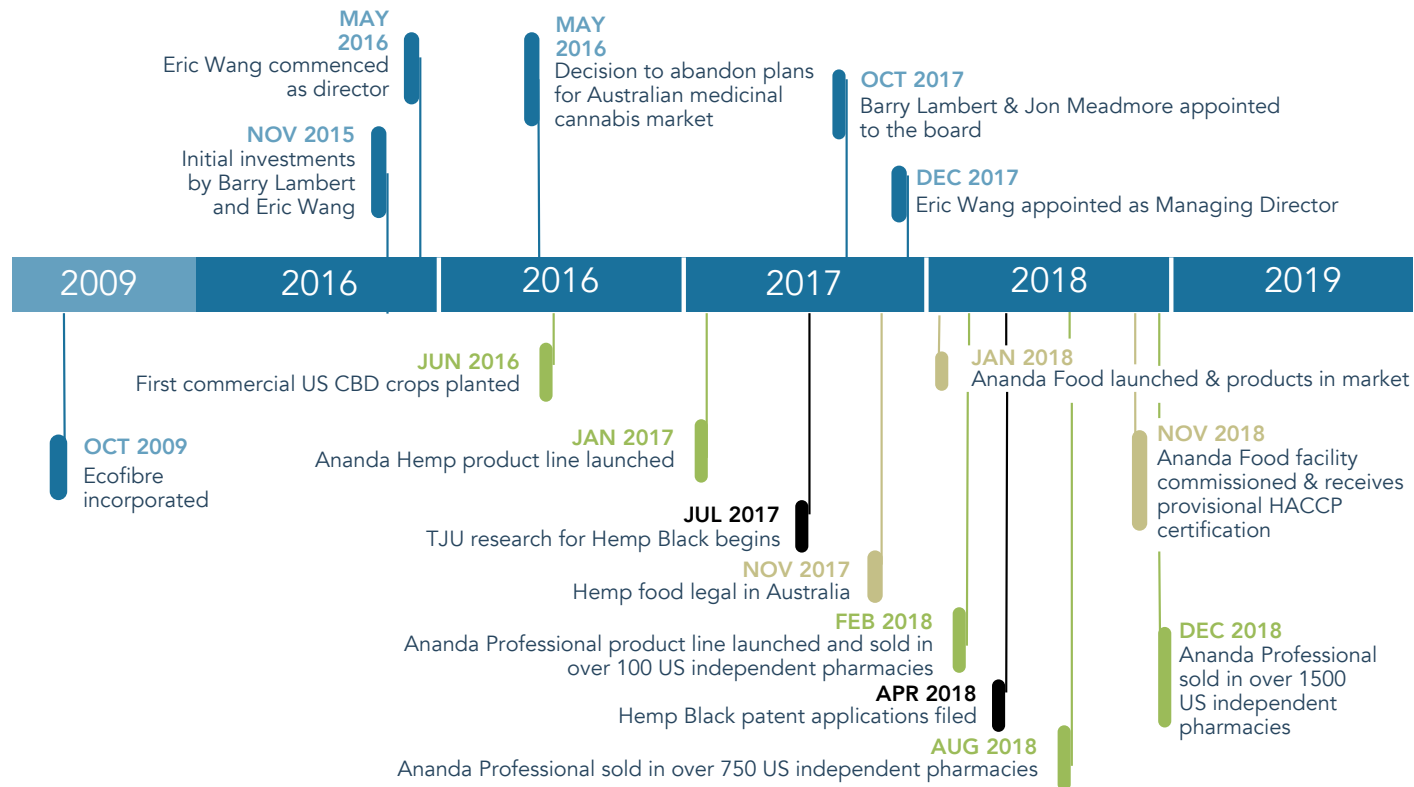
Vertically integrated business selling 100% Australian grown hemp food products to retailers and wholesalers in Australia.



Early stage technology business developing proprietary hemp based solutions across multiple industry segments on a global basis.

Company Timeline

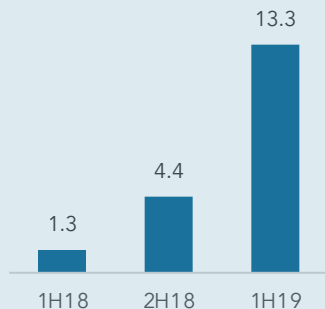
EOF has a long history in hemp capabilities that underpin a recent focus on commercialisation



Operating Performance

The EOF business model is focused on profitable, sustainable growth

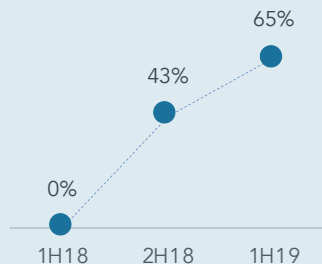
Revenue



Q3 FY19 - \$10.1m of revenue driven primarily by Ananda Health.

FY19 revenue **>5.5x** FY18 revenue.

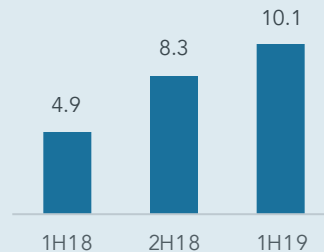
Gross Margin



Margin expansion driven by business model choices, operational maturity and scale.

FY19 gross profit **>11x** FY18 gross profit.

Operating Expenses



Operating costs reflect growth in Ananda Health and investment in Hemp Black & Ananda Food.

FY19 operating expenses **<2x** FY18 operating expenses.

Comprehensive Income

FY18 loss of \$8.7m

In FY 19 Ecofibre expects to deliver a **small profit**.

Ananda Health

US Nutraceuticals business launched in January 2017

Overview

Brands

Ananda Hemp
Ananda Professional
Ananda Touch
Ananda Pets
White Label

Products

Tinctures
Gel caps
Topicals

Operations

Kentucky
California

Management

Chuck Schneider

Chief Revenue Officer

John Ryan

Chief Operating Officer

Alex Capano

Chief Science Officer

Adam Cantwell

VP Global Operations



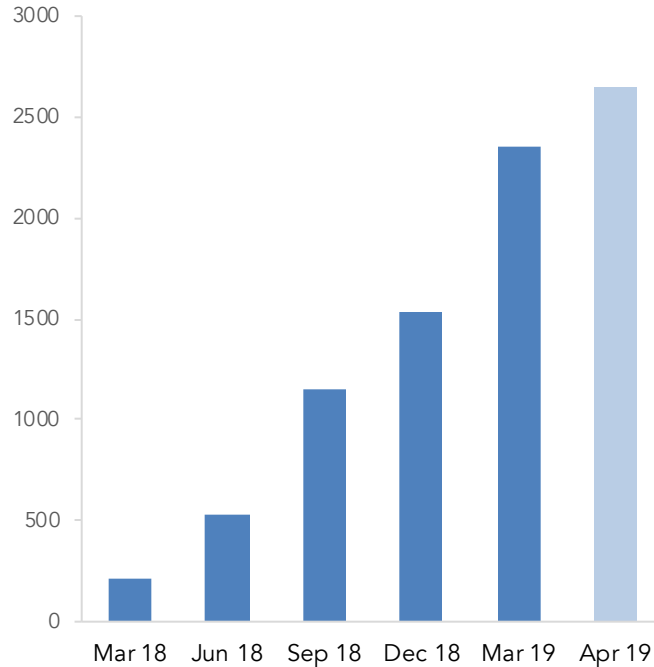
Ananda Health

Business model underpins the ability to provide quality, profitable growth

Business model designed to maximise flexibility to support growth and margins.

- **Contract growing** – Close relationships with Kentucky growers. EOF depends on agricultural inputs but is not an agricultural company.
- **Tightly controlled extraction and manufacturing** – production of active ingredients, manufacture of products and packaging of products.
- **Sales, marketing and distribution** – mix of internal sales and strong distributor relationships.
- **Products** in over 3,000 outlets in the United States

Number of US Independent Pharmacies stocking Ananda Professional



Ananda Professional created exclusively for independent pharmacies. Launched Feb 2018

- **Highly regulated segment** – pharmacy regulator is the DEA
- **Benefits for pharmacies** – exclusive product to this segment with dedicated training, education and support
- **Benefits for customers** – independent pharmacies provide trust, advice and convenience
- **Market size** - ~22,000 independent pharmacies in the US

Ananda Health

EOF is actively involved in ensuring the future sustainability of US hemp-derived nutraceutical market

Industry dynamics improving

- **2018 US Farm Bill** – de-scheduling hemp an important milestone
- **FDA** – further guidance in the medium term

Companies must take accountability in the interim

- **Full compliance with Federal program is critical** – companies not 100% compliant are potentially committing felony trafficking (and place their customers at risk).
- **Self regulation strategy** – EOF focused on supply chain integrity. Partnered with **TraceGains** (global leader in quality management ERP solutions for food, beverage and supplement companies)



Ananda Food

100% Australian grown and processed food

Overview

History Food legal in Australia since November 2017
Ananda Food brand launched September 2018

Business model Contract growing with EOF genetics
Vertically integrated production
100% Australian grown – full traceability
QA/QC: HACCP certified facility

Brands Ananda Food
White label
Bulk supply

Products Dehulled hemp seeds
Hemp protein powder
Hemp seed oil
Hemp flour

Operations NSW (grow and manufacture)
Tasmania (grow)
Queensland (grow and R&D)

Management

Kieren Brown Managing Director



Hemp Black

Global hemp technologies business in early stages of commercial activity

Overview

Objective Be the recognized global leader in innovative hemp applications.

Key partners IP- Thomas Jefferson University (7 patents filed)
Triad Polymers – commercial production / R&D

Core capabilities Bi- component fibres
Nano-films

Key product attributes Moisture management / thermal regulation
Anti-microbial / anti-odor
Low friction
Conductivity

Applications Fabrics
Multi-yarn filaments
Extruded films
3D printing

Timetable Product prototypes Q2/Q3 FY20
Full supply chain in house Q4 FY20

Management

Mark Sunderland Chief Innovation Officer



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