



THE **FOOD**
REVOLUTION
GROUP

Annual General Meeting

22nd January 2021



FY20 key impacts on FOD performance

- Acquired Original Juice Co brand – September 2019
- Drought and fires impact supply by 40%
- Orange prices increased from \$450/ tonne to \$650/ tonne
- COVID impact across local supply, manufacturing, export and investment
- No grower contracts – oranges account for 48% of total COG
- Capital structure clarity
- Clarity of strategy and implementation of plans, scorecards & KPI's



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2020 financial review

FY20 Gross Sales

+17%
To \$42m in FY20

Gross Profit Margin

15%
25% in FY19

EBITDA loss

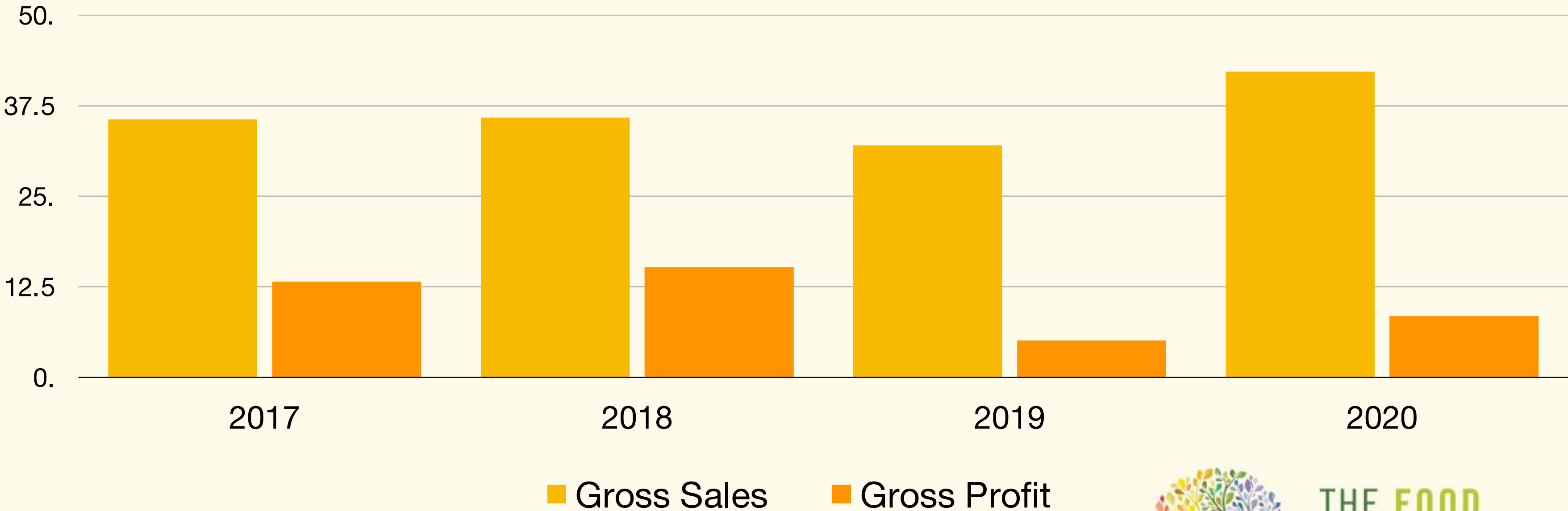
\$5.5m
Loss of \$11.6m
in FY19

Non COGs Expenses

-32%
To \$10.3m in
FY20

Cash

\$2.9m



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Direction & deliverables



Our Ambition

To be a leading Branded provider of beverages, functional foods, nutraceuticals and wellness supplements that improve the quality of consumers' lives in the use of ***all natural*** ingredients.



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Market trends that support our position



— **Shift to healthy eating** and consumption of more natural products



— **Healthy living** lifestyles – exercise, diet, work/balance



— **Obesity** concerns have exploded myths about sugar



— **Covid-19** drives consumer focus on hygiene & **preventative foods**



— **Increased consumer choice**



— **Formal mealtime** replaced by “**on the go**” Convenience



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Our brand portfolio

Original
JUICE CO.
BLACK LABEL



Premium fresh juice

OBL
100% Australian juice
OJC
Cold pressed range
Plant based range
Quenchers



All natural wellness

Superfoods & plant based ingredients
Immunity Shots
Wellness beverages
Adaptogen powders

ERIDANI



Premium health & beauty

Marine Collagens
Australian superfood with
Collagen

Overall strategic direction

Build Brand
portfolio

Expand into Export
markets

Drive performance
Improvements

Expand our
availability in
Australia

Security of Supply

Lead Player in
Functional Foods

Create a safe work environment and ensure we establish a passionate and inspired team



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Key Deliverables

As at 30th November

Juice sales: \$16.4 million

 +19.4%

OBL

21% growth

VS Market Growth of 3%

EBITDA & SALES GROWTH

YTD turnaround, now trading profitably.
Capital raising of \$4.5m

FASTEST GROWING BRANDS

OBL continues to outperform
The market

SECURE SUPPLY

Signed 24 month supply agreement with major Growers @\$450/ tonne

PRICE INCREASES

Effective 14th September 2020, prices with all Australian retailers increased by over 12.5%

LAUNCH WELLNESS RANGE

Juice Lab shots now ranged in Coles
Eridani brand has been launched,
Clean room commissioned



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Original Juice Co. strategy

Leverage brand
loyalty, heritage
and trust

Commit to
remaining a
quality brand

Build out
offering under
OJC label

Juice 'Black Label'

Pressed / Functional

Original Juice



Seasonal



Probiotic

50% less
sugar



Flower Power
Goodness Green
Golden Hour



Quenchers

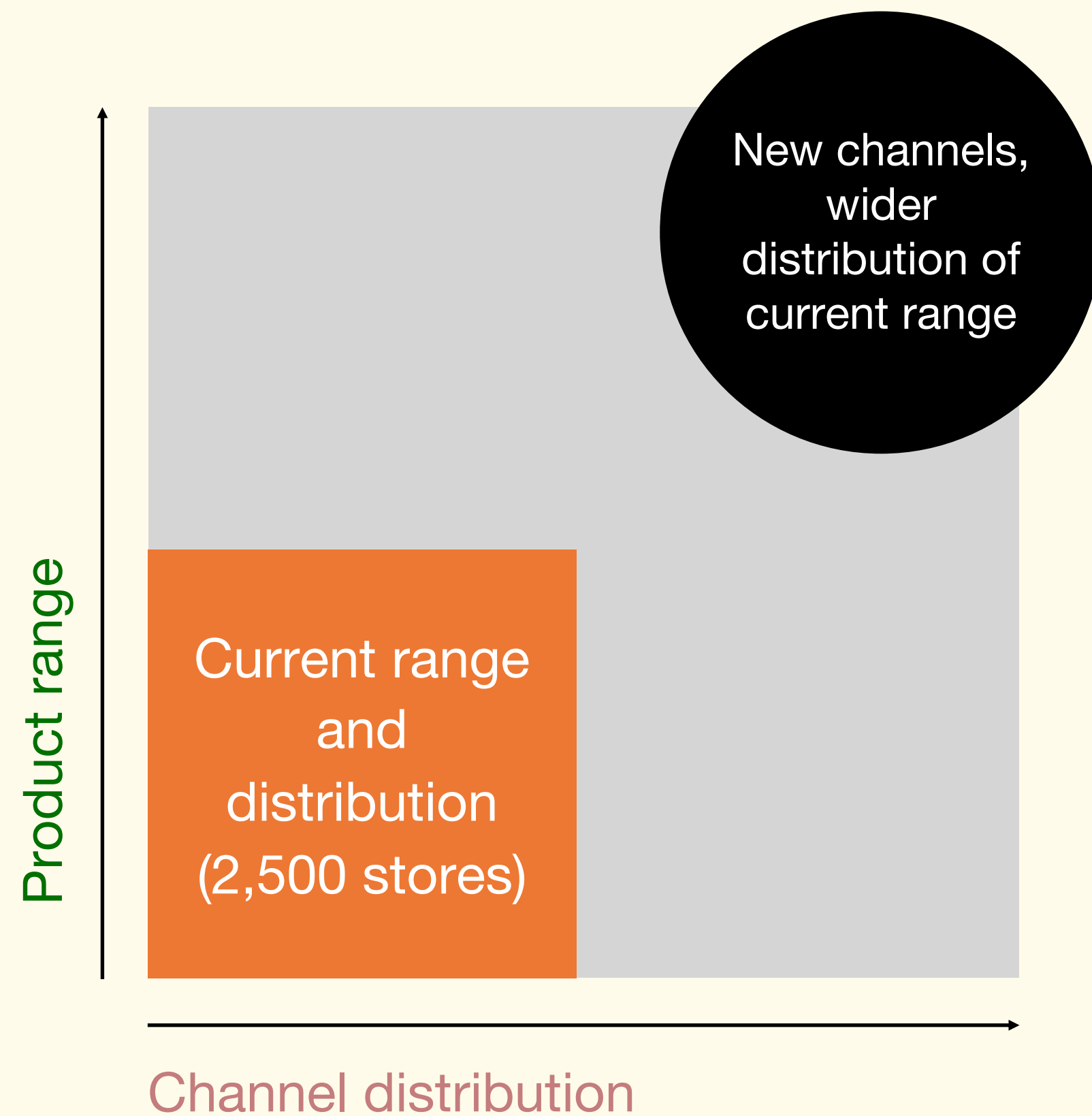
Veggie



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Orange Juice Co. growth map



01

Expand into new channels (3,000+ stores)

Route
Petrol & Convenience
Export

02

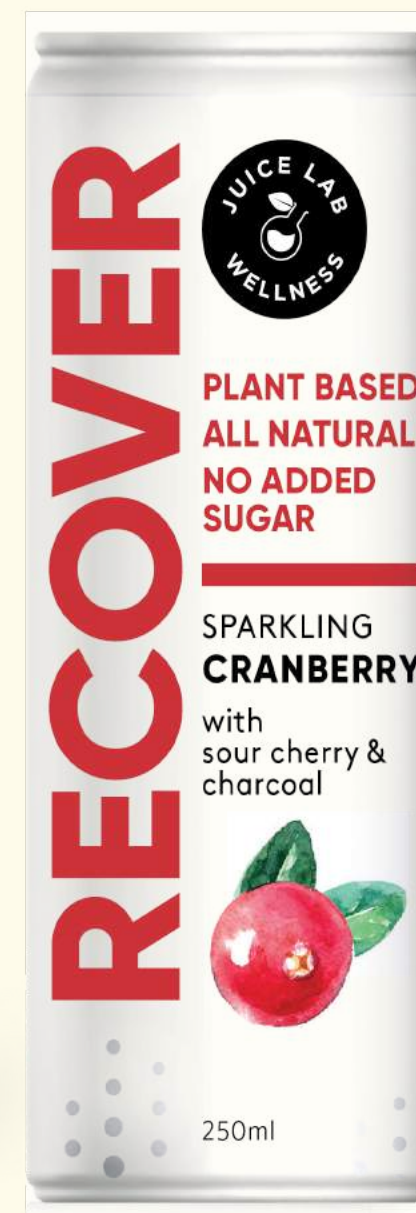
Product differentiation

Carbonated wellness Beverages
On-the-go offering
Better-for-you beverages



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Revolutionise the \$3Bn – Carbonated Beverage Market



- **Juice Lab**, first to market with range of Carbonated Wellness Drinks in 250ml can
- Better for you/ wellness benefits delivered through ***all natural plant based*** ingredients
- Achieving 1% of the market delivers **\$30m revenue business**



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Extensive channel focus in China

Careline/C-mart Network

Utilising e-commerce platform which has 10 000 distributors today. Careline will be an active distribution channel for new products from FOD's plant upgrade

e-Commerce

FOD plans to establish JD and Tmall e-commerce shops/presence



Potential verticals

Develop distribution partnerships:

- Chinese supermarkets
- Partnerships through Norman Li
- Launch at Shanghai Show (November 2020)



Our aspirations



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