



ECOFIBRE



ASX ANNOUNCEMENT

ASX: EOF

12 May 2021

Ecofibre Limited – Investor Presentation at Deutsche Bank Investor Conference

Ecofibre Limited (Ecofibre, Company) (ASX:EOF, ADR: EOFBY) is pleased to invite investors to attend the Deutsche Bank Virtual Investor Conference on 12 May 2021, where Ecofibre's CEO Eric Wang will be presenting and handling Q&A. The investor presentation will take place on Wednesday, 12 May 2021 at 10.00am, US Eastern Time, via webcast.

Please use the link below to register and login to the conference:

https://onlinexperiences.com/scripts/Server.nxp?LASCmd=AI:4:F:APIUTILS!51004&PageID=41FD63B1-2CF7-42A0-9EE2-9A3B72307647&utm_source=EA&utm_medium=EA&utm_campaign=051121dbVIC

A recording of the conference presentation will be uploaded to Ecofibre's website once available.

Investor Relations and Media please contact:

Jonathan Brown, Company Secretary, Ecofibre Limited
Level 12, 680 George Street, Sydney NSW 2000
investor-relations@ecofibre.com





About Ecofibre

Ecofibre is a provider of hemp products in the United States and Australia.

In the United States, the Company produces nutraceutical products for human and pet consumption, as well as topical creams and salves. See www.anandahemp.com and www.anandaprofessional.com. The Company also supplies its leading Ananda Hemp CBD products to Australians via the SAS B program. See www.anandahemp.com.au.

In Australia, the Company grows and produces hemp food products including protein powders, de-hulled hemp seed and hemp oil. See www.anandafood.com.

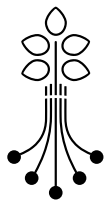
The Company also develops and produces innovative hemp-based textile products in the United States. See www.hempblack.com.

The Company owns or controls key parts of the value chain in each business, from breeding, growing and production to sales and marketing. Our value proposition to customers is built on strong brands and quality products.

Authorisation

This document is authorised to be given to the Australian Securities Exchange (ASX) by the Chairman and CEO of the Company.





ECOFIBRE

Investor Presentation

Deutsche Bank

Virtual Investor Conference

Eric Wang, CEO

12 May 2021



Diversified industrial hemp company focused on growth segments in select geographies

Summary

Date listed	29 March 2019
Share price	\$0.90
Market capitalization	\$307m
Revenue FY20	\$50.7m
Revenue 1H21	\$14.7m

Board & Management

Chairman	Barry Lambert
Managing Director & CEO	Eric Wang
Non-Executive Directors	Jon Meadmore Bruce Robinson AC Kristi Woolrych
CFO	Jonathan Brown
Counsel, Company Secretary	Robin Sheldon
President, Hemp Black	Jeff Bruner
Managing Director, Ananda Food	Kieren Brown

Our businesses



Vertically integrated business with #1 CBD brand in the US retail pharmacy segment.



Vertically integrated business and largest producer of 100% Australian grown hemp food. Home brand supplier to the largest retailer in Australia.



Vertically integrated business developing high performance textile and composite applications. Sustainable, natural & anti-microbial input to existing global supply chains.

* All amounts in AUD. Market data as at May 7, 2021. Ticker codes ASX:EOF; OTC-NASDAQ Intl Designation: EOFBY. Year end 30 June.

Clear strategy & business model

- **Disciplined:** we only enter markets where we believe our products can improve the lives and well-being of people and the sustainability of our planet
- **Focused:** we target customers and segments that share our values and are aligned to our capabilities
- **Sustainable:** our business models must be profitable, sustainable and provide flexibility as we operate in a highly fluid industry
- **Conviction:** we take a long term approach to properly invest in our infrastructure, brand and products to realize genuine quality of life benefits for people and the planet



Deep conviction
in our chosen industries



anandafood



anandahealth



HEMP BLACK



Ananda Health Overview



Ananda Health Overview

Our goal: be the preferred provider in the US practitioner and pharmacy channels by providing federally legal, safe, high quality product.

Significant impact to **independent pharmacy channel** during COVID

- closures & footfall, disrupted sales events, fewer cross-sell opportunities
- coincided with shift to distributor model
- now returning to original direct distribution strategy
- implementing direct digital strategy

Exclusive supply contract for **CVS Pharmacy** CBD house brand 'BalansLabs'

- 14 topical products currently stocked in c3,000 stores
- additional 450 stores commence in July 2021 with 7 new products launched

Ongoing **clinical research program** on CBD supports segment focus:

- opioid use & quality of life for chronic pain patients
- chemotherapy induced peripheral neuropathy (Phase II)
- agitation in patients with Alzheimers disease (Phase II)
- endometrial lesions
- sleep disturbances

Product innovation targeting important needs-based categories for pharmacies

Opportunities emerging in the **Australian market** now moving from prescription to over-the-counter model

Significant **production capacity** in-place at Kentucky headquarters



SHOP NOW
EXCLUSIVELY AT




Ananda Food Overview

Our goal: be the leading hemp food supplier in Australia and Asia.

White label supplier for **Australia's two largest supermarkets**

A leading **vertically integrated producer** in Australia

- commercial growing across diverse latitudes from Tasmania to Queensland
 - products include seed oil, protein and fibre powders, de-hulled hemp seeds
 - bulk and packaged supply
-

Plant breeding and agronomy expertise delivers market leading grain costs:

- globally significant gene-bank, 5 varieties with registered plant breeder rights
 - owned genetics and seed yields enabled c25% reduction in contracted seed costs vs prior season
 - now selling planting seed to US hemp-fibre growers
 - ongoing plant trials & variety improvement in Australia & the US
-

Hemp foods only became legal November 2017, so ongoing industry focus on **education** and building consumer **awareness**

Significant **production capacity** in-place at factory (New South Wales, Australia) with leading quality accreditations (HACCP, BRCG)





HEMP BLACK

Hemp Black Overview

Our goal: be the recognised global leader in sustainable high tech hemp applications

Multi-year research program with Thomas Jefferson University completed April 2021:

- foundational IP
- 6 patents issued + over 20 applications underway

Initial commercialization in 4Q20:

- sale of anti-bacterial, re-usable face masks
- customers included CVS Pharmacy and large pharmacy distributors

Significant industrial production capability following **acquisition of Greensboro, NC advanced textiles manufacturer** in August 2020:

- biomedical textile
- synthetic turf
- custom masterbatch, yarns & knitting solutions

New sustainable inputs target existing industrial supply chains through multiple, demonstrated use-cases

- / eco⁶
- / ink
- / hide
- / nano
- / element

Athleisure range launched 1H21 to build brand

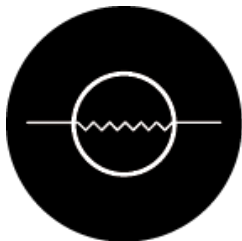
- Updated seamless range launching 2H21, internally manufactured

New customers to include Zoon (Amazon) and Oroton (Australia)





ANTIMICROBIAL



CONDUCTIVE



CARBON NEGATIVE



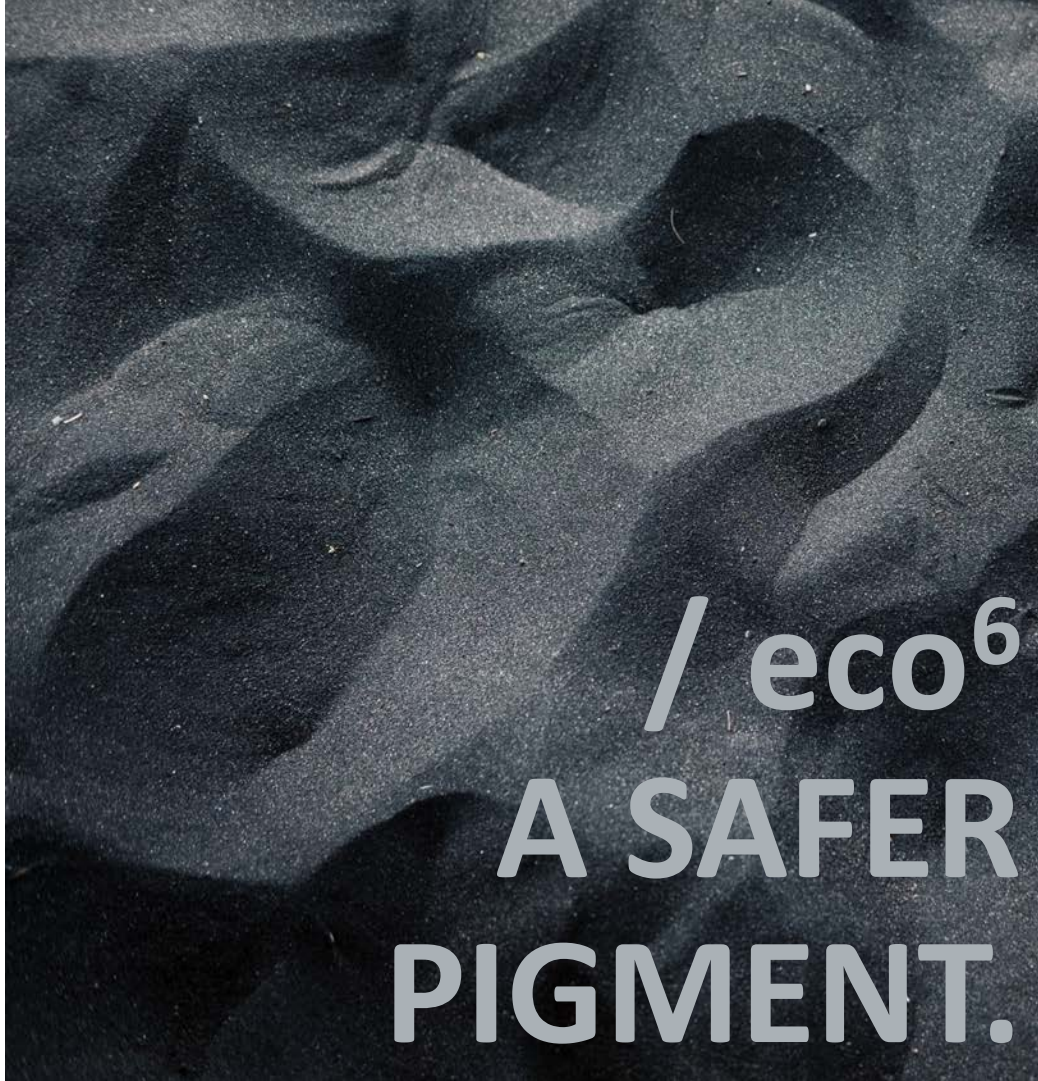
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ODOR NEUTRALIZING



DETOXIFYING



/ eco⁶
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ANTIMICROBIAL



MOISTURE WICKING



NON GMO EXTRACT



MASTERBATCH TECH



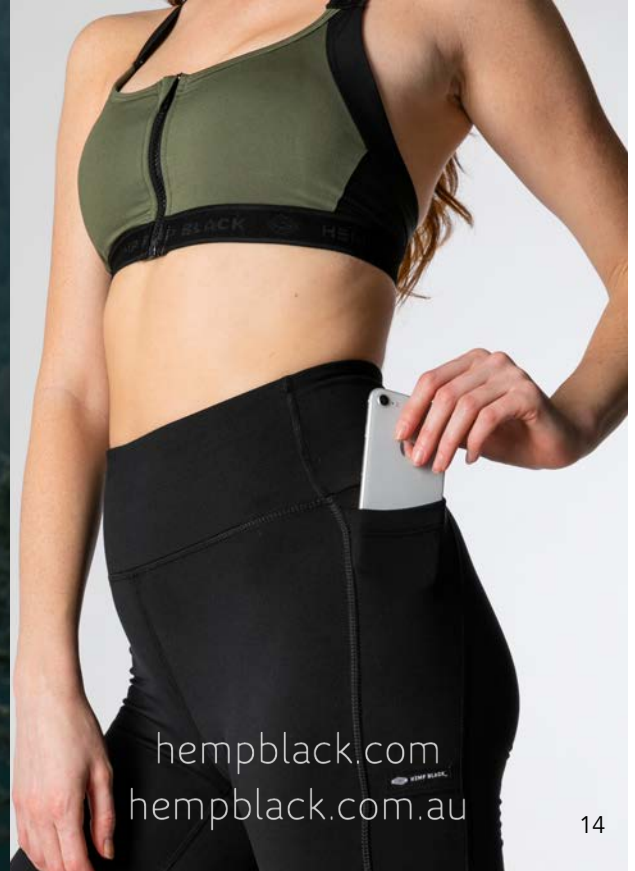
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hempblack.com
hempblack.com.au





Ecofibre investment highlights

Diversified industrial hemp company
(CBD, food, industrial)

Deep conviction, long-term view in our
selected markets

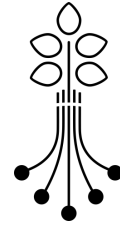
Experienced team and **infrastructure** in place
in all businesses

Business model underpins return to profitable
growth

Leading CBD **brand** in US retail pharmacies

Innovator of sustainable high-tech
applications of industrial hemp

A leading vertically integrated **hemp food**
capability in Australia



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