

FREEDOM FOODS GROUP LIMITED

AGM PRESENTATION

29 JANUARY 2021

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WELCOME

Perry Gunner **CHAIRMAN**



Agenda – Annual General Meeting

Chair's Address

- Presented by Perry Gunner

Interim CEO's Address

- Presented by Michael Perich

Capital Raise

- Presented by Genevieve Gregor

Official Business

- AGM Resolutions

CHAIR'S ADDRESS

Perry Gunner CHAIRMAN



INTERIM CEO'S ADDRESS

Michael Perich INTERIM CEO



FY20 Key Highlights

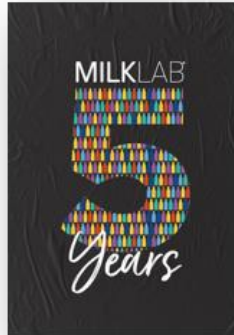


Brand Highlights - MILKLAB



MILKLAB®

THE BEST COFFEE DESERVES A BETTER MILK



- MILKLAB™ reaching more customers
- **#1 Foodservice Exclusive** Plant-Based Barista Milk for Coffee (Source: Café Pulse, Café Culture International)
- MILKLAB™ 5th Birthday celebrated nationally with baristas and consumers

Coming Soon.....

- Brand advertising communications
- **New product development** segments
- **Global expansion** focus



Brand Highlights - Australia's Own



- **#1 Plant brand associated with Australian made**
- **Barista Range accelerates market share +2pts**

Coming Soon.....

- **Brand advertising communications**
- **New product development in growth segments**

Brand Highlights - Crankt



- Crankt Brand growth +5% (NSV YTD V YA)
- Protein Bars +34% v YA driven by Crankt Max launch
- Highest brand uniqueness scores in sports and diet category

Coming Soon.....

- New Native Protein Bar innovation June'21
- Petrol and Convenience distribution and point-of-sale drive
- South East Asia regional expansion focus

Brand Highlights - Vital Strength



**VITAL
STRENGTH™**



- Sports performance portfolio benefits from global wellness trends as Sports Performance becomes mainstream.
- Core retail channels experience positive share of market growth, with double digit % dollar growth vs. last year.
- Re-investing in brand health. Rich Digital Media and Ambassador Teams driving new consumer awareness and engagement.

Coming Soon.....

- New premium product range, vertically integrating Shepparton Nutritional Ingredients stream. Driving incremental growth within new consumer segments, retail channels and global markets.

Brand Highlights - PUREnFERRIN



Drug repurposing potential for COVID-19

Prof. Nathan Bartlett - Head of Viral Immunology and Respiratory Disease - Faculty of Medicine.



Prof Lisa Wood - Head of Nutrition Research - Faculty of Medicine

AUSTRALIAN
PUREnFERRIN™
NATIVE LACTOFERRIN IMMUNE SYSTEM PROTEIN



Researchers looking into lactoferrin 'pink gold' as potential COVID-19 treatment

- Commencement of **Cell Study** with the University of Newcastle. PUREnFERRIN™ and anti-viral activity against human Coronavirus, 'Flu and Rhinovirus. Results Q4 FY21
- Commencement of **Human Clinical Study** PUREnFERRIN™ supplement effects in humans on immune cell profiles and ex vivo immune responses to Coronavirus, 'Flu and Rhinovirus. Double-blind, RCT. Results H1 FY22
- Prime Time Media – PUREnFERRIN Lactoferrin story with A Current Affair 'pink gold' as potential Covid-19 treatment.

Coming Soon.....

- Complementary Medicines Launch – Strategic focus, vertically integrating Shepparton Nutritionals ingredient stream.
- National PR and Media Campaign

Company Strategy

Focus will be on segments with the greatest opportunity for further growth.

Plant-Based Beverages, Dairy and Nutritionals

- Continue to focus on strong performance of key brands and product lines such as **MILKLAB** and Lactoferrin

Investment Into key Brands

- Investment into key brands such as **MILKLAB**, **PUREnFERRIN**, **Australia's Own** and **Vital Strength**
- Strategic new product development

Corporate

- Strong consumer focus
- Optimising utilisation, yield enhancement and cost efficiencies
- Improvement in controls and reporting



CAPITAL RAISE

**Genevieve Gregor INDEPENDENT NON-
EXECUTIVE DIRECTOR**



The image features a solid blue background with a pattern of white line-art illustrations of various food and beverage containers, including bags, boxes, bottles, and jars. In the center is a large white circle containing the company logo. The logo consists of the word 'freedom' in a bold, red, lowercase sans-serif font. Below it, the tagline 'Making food better' is written in a smaller, red, lowercase sans-serif font. To the right of the tagline, the word 'FOODS' is in a white, uppercase sans-serif font inside a blue rectangular box. Further to the right, the words 'GROUP' and 'LIMITED' are stacked vertically in a blue, uppercase sans-serif font.

freedom
Making food better **FOODS** **GROUP**
LIMITED

MAKING FOOD BETTER