



Personal use only

eve investments

AGM PRESENTATION

26 NOVEMBER 2020

AGM 2020

KEY ACHIEVEMENTS



BRAND REFRESH

Meluka Australia brand refresh and product launch in China.

Dec 2019

\$9.3M PLACEMENT COMPLETION

Two strategic investors- Everhoney Biotech Australia Pty Ltd & Hong Kong Jusheng Bolang Technology Co., Limited.

FIRST ORDER WITH CHINA

First order of Native Honey with Chinese Distribution Partner.

Jan 2020

TOP 20

Record sales in US Amazon during COVID lockdowns. Raw Honey- Ranked Top 20 Best Honey Sellers.

TEA TREE OIL FOR CHINA

First order of Tea Tree oil with Chinese Distribution Partner.

Mar 2020

PROBIOTIC CONCENTRATE LAUNCH

Launch of Probiotic Concentrate range in Australia.

Apr 2020

RECORD HALF YEAR REVENUE

Record group revenue of \$3.1m for the half year.

FIRST PRODUCTION FOR CHINA

First production of Meluka Tea Tree Essential Oil for Chinese Distribution Partner.

Jun 2020

MELUKA IN TAIWAN

First order and delivery of Native and Tea Tree Honey to Taiwan.

PROBIOTIC LAUNCH IN US

Launch of Probiotic Concentrate range in US market.

Jul 2020

NEW CHINESE ORDER

First order of Tea Tree Honey with Chinese Distribution Partner.

Aug 2020

FURTHER EXPANSION

Commenced registration for Amazon Canada, Japan Singapore & UK.

RECORD QUARTER REVENUE

Record group revenue of \$2.1m for the quarter.

Sep 2020

▲ 13% YIELD

Organic Tea Tree harvest completion, yield increase of 13%.

Oct 2020

STRONG CASH POSITION

Operations close to breakeven.

+2,000 ACRES

Additional leased land adjoining Jenbrook farm.

AMAZON CANADA

Commencement of Amazon sales.

TEA TREE OIL LAUNCH

Launch of Organic Essential Tea Tree Oil in Australia.

Nov 2020

NOV
2019

DEC
2019

JAN
2020

FEB
2020

MAR
2020

APR
2020

MAY
2020

JUN
2020

JUL
2020

AUG
2020

SEP
2020

OCT
2020

NOV
2020



KEY APPOINTMENTS



FARM MANAGER (JENBROOK)

Jesse Redhead
(Nov 2019)

NON-EXECUTIVE DIRECTORS

Carlos Jin (Finance)
Joalin Chou (Marketing)
(Jan 2020)

MARKETING MANAGER

Stephanie Yip
(Jun 2020)

BRAND MANAGER

Rebecca Bak
(Oct 2020)

MANAGING DIRECTOR & CEO

Bill Fry
(Dec 2019)

CHIEF OPERATING OFFICER

Ben Rohr
(Dec 2019)

CHIEF FINANCIAL OFFICER

Steven Jackson
(Dec 2019)

BUSINESS DEVELOPMENT MANAGER (JENBROOK)

Beck Howe
(Jul 2020)

PROJECTS COORDINATOR

Elizabeth Caiulo
(Dec 2019)





ersonal use only

DISTRIBUTION & SALES



eve investments

KEY MARKETS

2020 2021



CURRENT DISTRIBUTION

- EXPANSION PLANS



	CHINA	TAIWAN	USA	AUSTRALIA	CANADA
DISTRIBUTOR	Yandi Biotech	AlFYA International Group	Naturally Australian Products (NAP), Inc. (49% EVE owned) - bulk oil sales, branded Meluka Australia products Organic/wholefoods distributor (in negotiation)	The Fair Traders Distribution (NSW) National distributor (to be determined)	Amazon
CHANNEL	Direct sales (1 million+ members) Online platform Health store network	Direct sales E-commerce website	E-commerce website www.melukaaustralia.com Amazon www.amazon.com Faire marketplace www.faire.com	E-commerce website www.melukaaustralia.com.au Amazon www.amazon.com.au	Amazon www.amazon.com
CURRENT PRODUCT / RANGE	Raw Honey Raw Honey Infused with Tea Tree Tea Tree Essential Oil	Raw Honey Raw Honey Infused with Tea Tree	Honey Range Bio-fermented Probiotic Concentrate Range	Honey Range Bio-fermented Probiotic Concentrate Range Tea Tree Essential Oil	Honey Range
2021 POTENTIAL EXPANSION	Bio-fermented Probiotic Concentrate Range Extended Honey Range Essential Oil Range	Bio-fermented Probiotic Concentrate Range Extended Honey Range	Extended Honey Range Essential Oil Range	Extended Honey Range	Extended Honey Range Essential Oil Range



EMERGING DISTRIBUTION

ONLINE DISTRIBUTION MODEL FOR NEW MARKETS

- One of the world's largest online retailers is Amazon.com. The platform forms a key part of Meluka Australia's online distribution model and acts as a gateway to enter our branded products into new markets (excluding China/Taiwan).
- By leveraging our top US reviews and rankings in new Amazon marketplaces, we are able to rapidly establish the validity of our products.
- We identify key market drivers through advertising and media campaigns to target marketing spend on the best performing audiences.
- By establishing credibility and a sales record on one of the biggest global online platforms, the opportunities to secure in-store brick and mortar distribution are greater.



EMERGING DISTRIBUTION



JAPAN



SINGAPORE



UK



GERMANY

	JAPAN	SINGAPORE	UK	GERMANY
CHANNEL	Amazon Distributor (to be determined)	Amazon	Amazon Distributor (to be determined)	Amazon Distributor (to be determined)
*INITIAL PRODUCT/ RANGE	Honey Range Probiotic Concentrate	Honey Range	Honey Range	Honey Range
ROLL OUT DATE	Q3 2021	Q3 2021	Q3 2021	Q3 2021

*Full range of Meluka Australia branded products to be introduced to channel



ersonal use only

PRODUCT PORTFOLIO



eve investments

2020 PRODUCT PORTFOLIO



RAW HONEY RANGE

Meluka Australia premium certified organic raw honey products that are traceable and sustainable.



ESSENTIAL OIL

Meluka Australia premium Tea Tree Essential Oil. Bulk sales of Australian native oils via subsidiary company, Jenbrook.



RAW HONEY PROBIOTIC CONCENTRATE RANGE

Meluka Australia premium bio-fermented liquid concentrate with a focus on immunity and gut health.

FUTURE PRODUCT RELEASES

FORECASTED NEW PRODUCT RELEASES OVER THE NEXT 18 MONTHS

2021

Q3

**RAW HONEY INFUSED WITH
APPLE CIDER VINEGAR**

Probiotic benefits of ACV
coupled with raw honey

**BOTANICAL RANGE
WITH RAW HONEY &
PROBIOTIC CONCENTRATE**

A unique range of natural
botanical superfood infusions

DIFFUSER RANGE

Luxurious ultrasonic diffusers to
complement Essential Oils

Q4

**ARTISANAL GOURMET
RAW HONEY**

Luxurious, gourmet raw honey
infusion

2022

Q1

**COLLAGEN PROBIOTIC
CONCENTRATE**

Utilising the benefits of marine
based collagen for gut health

Q2

**ARTISANAL PREMIUM
RAW HONEY**

Luxurious, premium
raw honey infusion

Q3

ESSENTIAL OIL RANGE

Expansion of Australian native
essential oils



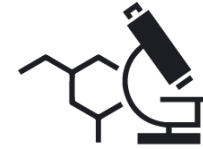
CSR AND R&D

CORPORATE SOCIAL RESPONSIBILITY



- Maintaining the highest corporate governance standards.
- 2020 collaboration to produce a bushfire charity rescue honey for Australia & US.
- 2021 community involvement initiatives will see us working with local organisations.
- Upholding certified organic farming and a focus on continuous improvement to minimise our environmental footprint.
- We take responsibility for our environment. Our organic and sustainable farming practices protect our unique ecosystem and ensure the environment remains as nature intended.

RESEARCH & DEVELOPMENT



Research & development are a key part of maintaining our uniqueness in the industry. Future initiatives include:

- Continual development of unique aqueous tea tree extract with further tea tree derived products to be added to Meluka Australia's product range.
- Research to potentially produce probiotic strains from the good bacteria within EVE's own hives.
- Continuing research on the positive effect of tea tree on bee health.
- Focus on tea tree plant health and regenerative farming techniques to improve crop yield.
- Development of tea tree hydrosol products.





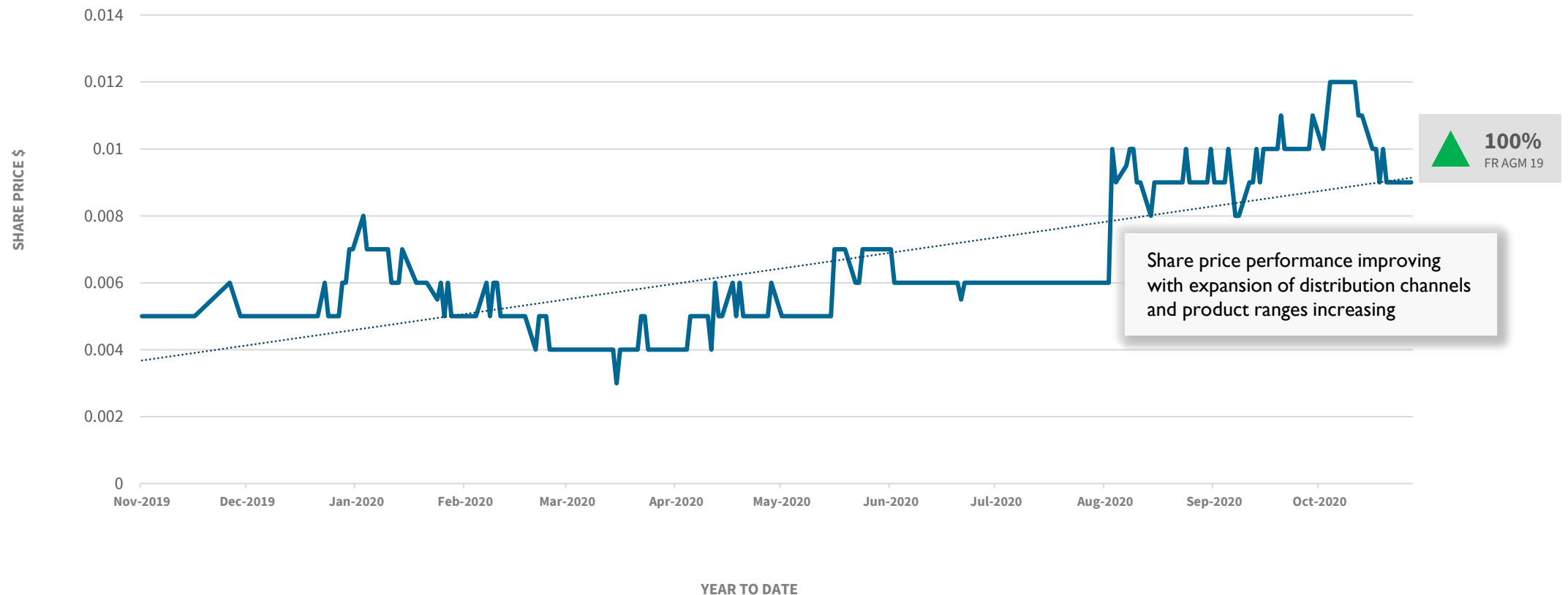
2020

CORPORATE UPDATE



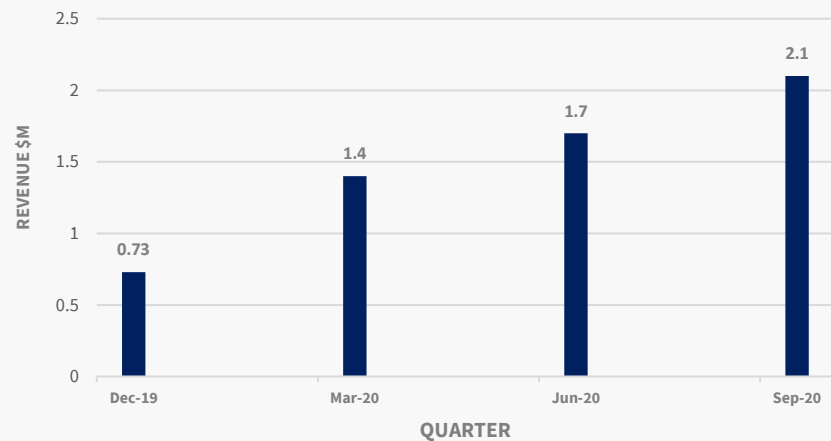
CORPORATE PERFORMANCE

SHARE PRICE PERFORMANCE



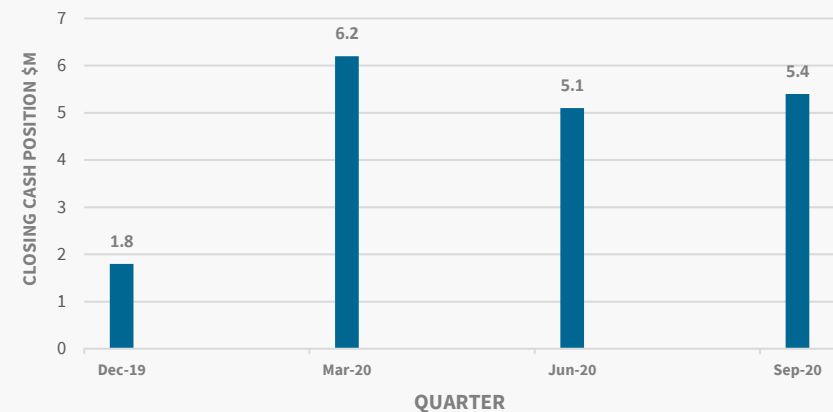
CORPORATE PERFORMANCE

GROUP REVENUE



- Four quarters of continuous sales growth.
- Sales growth achieved in all regions over past 12 months.
- Future sales growth to come from expansion in US and China, plus the addition of new regions.

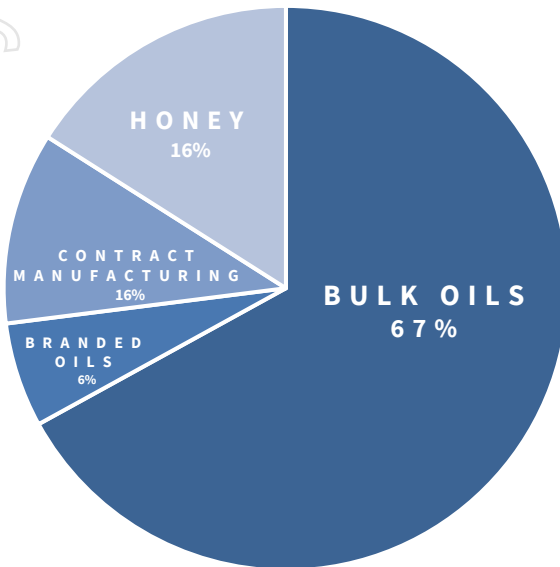
CASH POSITION



- Decreasing cash burn as revenue increases.
- Sufficient cash to meet all forecast working capital requirements.
- Focus on achieving near term positive cashflow.

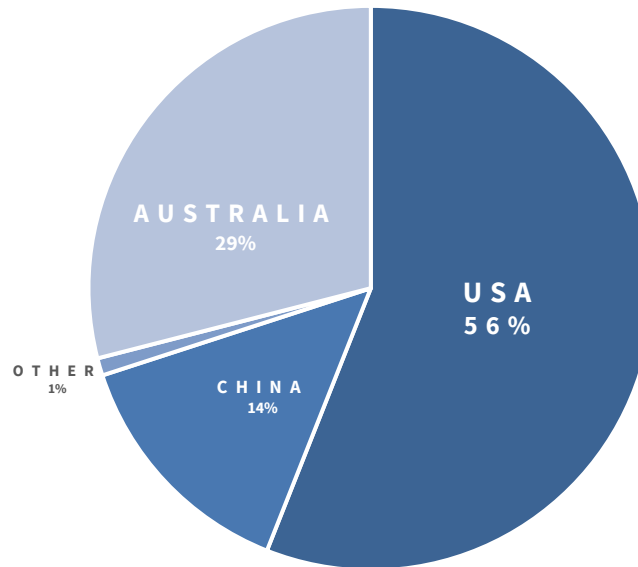
SALES COMPOSITION

SALES BY CATEGORY



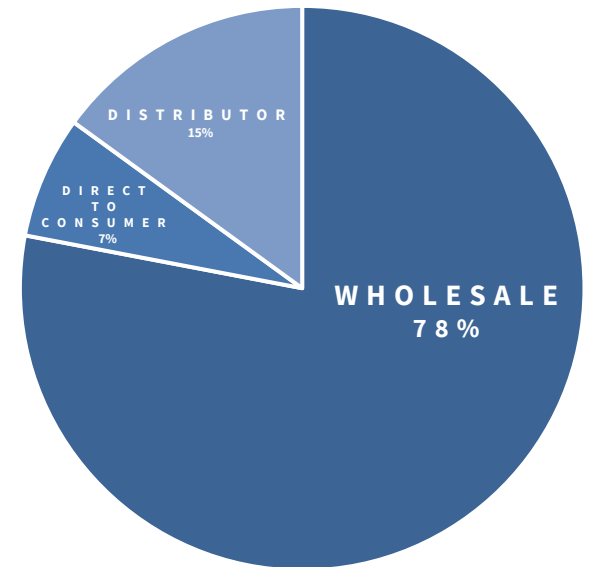
- Honey sales percentage to increase.
- Branded oils percentage to increase.
- Bulk oil percentage to decrease as a percentage of total sales.

SALES BY REGION



- China percentage to increase significantly.
- Canada & Europe to feature.
- Australia to decrease as a percentage of total sales.

SALES BY CHANNEL



- Distribution percentage to increase due to China ramp up.
- Direct to consumer to increase due to Amazon expansion into new regions.
- Wholesale to decrease as a percentage of total sales.

CORPORATE OVERVIEW

CAPITAL STRUCTURE

ORDINARY SHARES 3,843,141,890

OPTIONS/RIGHTS 135,866,665

MARKET CAP AUD \$38M

EV AUD \$33M

KEY SHAREHOLDERS

EVERHONEY 17%

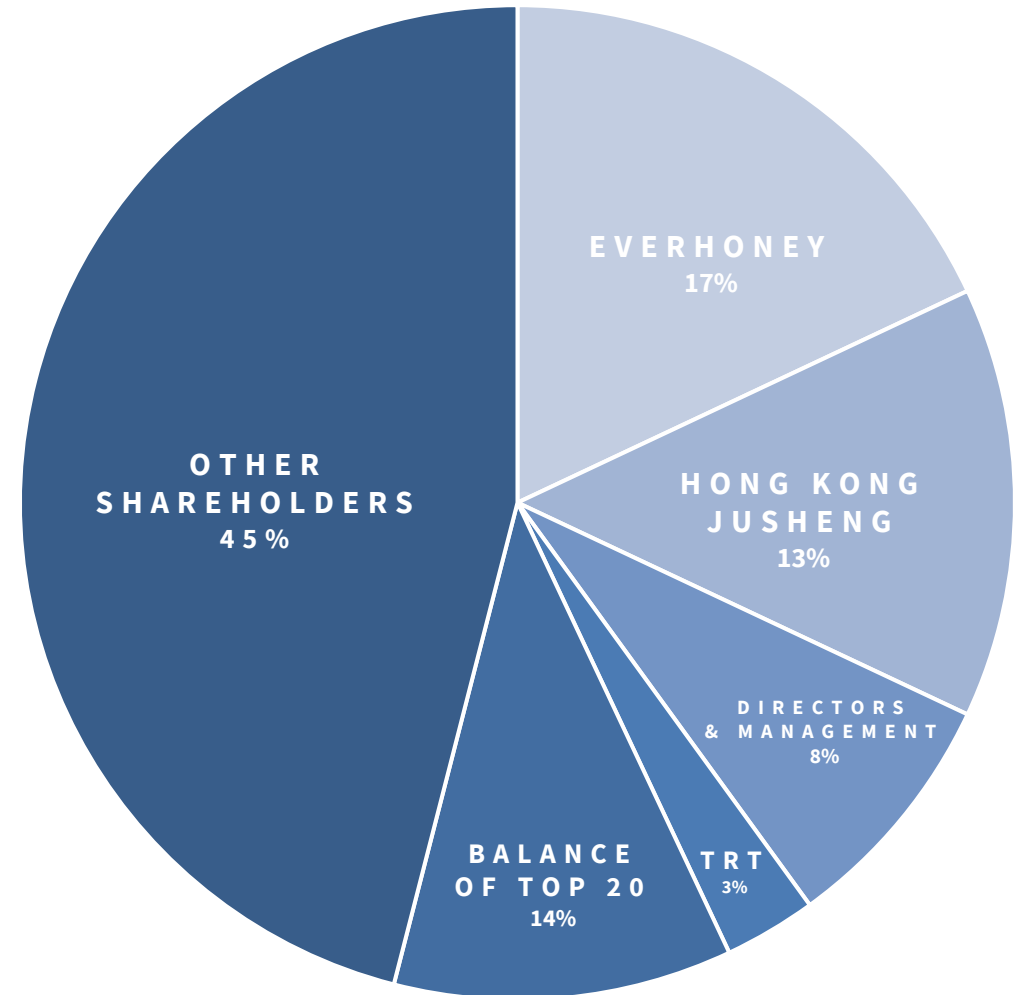
HONG KONG JUSHENG 13%

DIRECTORS & MANAGEMENT 8%

TRT 3%

BALANCE OF TOP 20 14%

OTHER SHAREHOLDERS 45%



EXCITING OUTLOOK

ersonal use only



- Expansion of sales in key markets - China and US.
- New regions opening up – UK, Germany, Japan.
- New product launches – additions to current ranges.
- Growing awareness and demand for natural products to aid building of immunity and general health and wellness.
- EVE well positioned for this increasing demand.



IMPORTANT INFORMATION

This presentation has been prepared by EVE Investments Limited (“EVE”) to assist in informing interested parties about the Company and its progress. It should not be considered as an offer or invitation to subscribe for or purchase any securities in EVE or as an inducement to make an offer or invitation with respect to securities in the Company. No agreement to subscribe for securities in either Company will be entered into on the basis of this presentation.

You should not act or refrain from acting in reliance on this presentation material. This overview of EVE does not purport to be all inclusive or to contain all information which recipients may require in order to make an informed assessment of either Company’s prospects. You should conduct your own investigation and perform your own analysis in order to satisfy yourself as to the accuracy and completeness of the information, statements and opinions contained in this presentation and making any investment decision.

The Company has not verified the accuracy or completeness of the information, statements and opinions contained in this presentation. Accordingly, to the maximum extent permitted by law, the Company makes no representation and give no assurance, guarantee or warranty, express or implied, as to, and takes no responsibility and assume no liability for, the authenticity, validity, accuracy, suitability or completeness of, or any errors in or omission, from any information, statement or opinion contained in this presentation. The contents of this presentation are confidential.

This presentation includes certain “Forward-Looking Statements”. The words “forecast”, “estimate”, “like”, “anticipate”, “project”, “opinion”, “should”, “could”, “may”, “target” and other similar expressions are intended to identify forward looking statements. All statements, other than statements of historical fact, included herein, including without limitation, statements regarding forecast cash flows and potential mineralisation, resources and reserves, exploration results, future expansion plans and development objectives of EVE involve various risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements.

Authorised for release by Bill Fry, Managing Director.



ersonal use only

THANK YOU



eve investments
WWW.EVEINVESTMENTS.COM.AU