

11 January 2021

## Acceptance into Major USA Grocery Chain - Whole Foods Market

- Meluka Australia has its Organic Raw Native Honey and its Organic Raw Native Honey infused with Tea Tree TTF24 accepted into Whole Foods Market in Northern California, USA
- Northern California a region of ~ 15m people covers approximately 40 stores and will initially stock these two Meluka products
- Whole Foods Market, Inc. is a USDA Certified Organic American multinational supermarket chain owned by Amazon, popularly known for its organic selection
- Meluka Australia's products anticipated to be on shelf by April 2021
- Expansion into Whole Foods Market in line with the Company's distribution strategy

**EVE Investments (ASX:EVE, EVE or the Company)**, a vertically integrated health, nutrition and wellness company, provides an update on US distribution activities.

### Meluka Australia products accepted into Whole Foods Market in Northern California

Whole Foods Market, Inc. ("Whole Foods") is a large American supermarket chain with a focus on organic products and has over 500 stores across the United States of America. Whole Foods is a wholly owned subsidiary of Amazon.com, Inc.

Meluka Australia, has been advised that its Organic Raw Native Honey and its Organic Raw Native Honey infused with Tea Tree (TTF24 strength), two of Meluka's leading products have been accepted into the Whole Foods product catalogue. United Natural Foods ("UNFI"), one of the largest and best-known food distributors in the United States will distribute the product to Whole Foods on behalf of Meluka.

The Company has been advised that the products will initially be ranged in the Northern California market across approximately 40 Whole Foods stores. The Northern California market has a population of approximately 15 million people and includes the cities of San Francisco, San Jose (Silicon Valley) and Oakland.

Meluka Australia has commenced the required processes to have its products included in Whole Foods store's planograms. An initial product order for the stores in the Northern California market is expected in the coming months, with product expected to be in stores by April 2021.

The order volumes are to be confirmed on an ongoing order basis, which is typical in the industry and the financial benefit cannot be determined in advance of received orders as volumes will be confirmed on an order-by-order basis.

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### Alignment with Company's Strategy

The Company's continued success on Amazon US for Meluka Australia branded products has provided the Company with a broad platform for market penetration into the US organics and wholefoods sectors, a key pillar in EVE's product development and international expansion initiatives.

The path from selling online on Amazon and leveraging that performance into traditional distribution channels is a key part of the Company's strategy.

Amazon.com is one of the world's largest online retailers and Meluka's sales performance and reviews/rankings in the Amazon marketplace works to rapidly establish the validity of the Company's products. Then 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.

**Commenting on the update, Managing Director Bill Fry said:** "The acceptance of Meluka's products into Whole Foods Market is an important milestone for our organisation. Whole Foods Market is one of the most recognised wholefoods retailers in the US with an extensive retail network. We look forward to commencing sales through Whole Foods Market and continuing to build our presence in the US."

*Authorised for release by Bill Fry, Managing Director.*

— ENDS —

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#### About EVE Investments

EVE Investments (ASX: EVE) is a leading, vertically integrated producer of branded nutrition, health and wellness products. The Company has global reach and application to fast-growing markets across Australia and New Zealand, Asia Pacific and North America. Our mission is to help provide access to the world's best natural organic products that have demonstrated medicinal benefits and can help enrich the lives of everyday people.

For further information, please visit [www.eveinvestments.com.au](http://www.eveinvestments.com.au) and follow us on Twitter @EVEInvestments

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