

ZOONO GROUP LIMITED (ASX:ZNO)

Annual General Meeting

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**“Globally Expanding Our  
Antimicrobial Protection  
Solutions”**

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Online Forum  
25th November 2021

This presentation has been approved for lodgement with ASX by the Board of Zoono Group Limited.

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# BOARD MEMBERS



**Don Clarke**  
Non-Executive Director



**Elissa Hansen**  
Director / Company Secretary



**Paul Hyslop**  
CEO

# RESOLUTION 1

"That, for the purpose of Section 250R(2) of the Corporations Act and for all other purposes, the Remuneration Report as contained in the Company's Annual Financial Report for the financial year ended 30 June 2021 be adopted."

FOR	AGAINST	ABSTAIN	UNDIRECTED
16,892,689	444,157	48,228	7,331,812

# RESOLUTION 2

"That Ms. Elissa Hansen, who retires in accordance with clause 61.2 of the Company's Constitution, and being eligible, be re-elected as a director of the Company."

FOR	AGAINST	ABSTAIN	UNDIRECTED
76,442,859	400,407	58,083	7,373,537

# ZOONO GROUP LIMITED AGM PRESENTATION

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**PAUL HYSLOP**  
CEO

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# COMPANY OFFICERS



**Paul Hyslop**  
Chief Executive Officer



**Lew MacKinnon**  
Chief Operating Officer



**Paul Ravlich**  
Chief Financial Officer

# KEY MANAGEMENT APPOINTMENT

- Barry Woolcott was appointed to the newly established role of Global GM (initial 5-month contract) in October 2021, to support the CEO and executive team, with an emphasis and focus on driving sales efforts.
- Barry's prior roles include 7 years at Deloitte and 13 years at Jacobsen Holdings, a privately owned group of New Zealand based companies (where he spent the last 8 years as Group CEO). Barry helped double the turnover of this group and has direct experience in growing export focused coating businesses.
- Barry holds a B.Com and an MBA and a handful of Director and Advisory roles and is fulfilled by helping export businesses achieve their potential.



# ZOONO GROUP LIMITED FINANCIAL REPORT

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**PAUL RAVLICH**  
GROUP CHIEF FINANCIAL  
OFFICER

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# GROUP FINANCIAL HIGHLIGHTS

30 June 2021 (NZD)

Group Revenue:	\$27.1M
Profit before tax:	\$5.9M
Profit after tax:	\$4.6M
Cash at bank:	\$4.9M
Total Assets:	\$31.7M
Total Equity:	\$21.1M

ROA:	17.8%
ROE:	28.0%
NTA per share	9.36 cents per share
EPS:	2.89 cents per share
Dividend:	N/A

**NB: PLEASE REFER TO 30 JUNE 2021 ANNUAL REPORT FOR FURTHER DETAILS**

# BALANCE SHEET SUMMARY

30 June 2021 (NZD)

Cash on hand	\$4.9M
Inventories	\$12.9M
Total Assets	\$31.7M
Total Liabilities	\$10.6M (includes Deferred Income of \$0.3M)
Total Equity	\$21.1M (66% of Total Assets)

# REVENUE & OTHER INCOME & PROFIT REPORTED

\$27.1 million Revenue & Other Income 12 months to 30 June 2021 (\$38.3 million 30 June 2020) (NZD)

\$16.1 million Gross Profit 12 months to 30 June 2021 (\$28.3 million 30 June 2020) (NZD)

\$4.6 million profit after tax 12 months to 30 June 2021 (\$16.7 million profit 30 June 2020) (NZD)

\$6.3 million operating EBITDA (FY20: \$20.7 million profit) (NZD)

# SUMMARY PERFORMANCE



Strong overall financial performance, despite revenues & margins down



Still high Gross Margins despite down from FY20



Strong cash generation and strong profitability



Low overheads



Low capital investment model

# FIRST QUARTER FINANCIAL HIGHLIGHTS

**\$4.9M**

in cash receipts  
(NZD)

**\$2.1M**

operating cash flow  
positive (NZD)

**\$7.5M**

invoiced sales (NZD)

Expect strong  
operating cash  
flow positive  
FY22 (NZD)

# The Auckland Office



# MARKET OVERVIEW

<b>JAMAL McCLEARY</b>	<b>REGIONAL MANAGER</b>	<b>UK &amp; EUROPE</b>
<b>PAUL MORRISON</b>	<b>REGIONAL MANAGER</b>	<b>NEW ZEALAND</b>
<b>DOMINIC STOREY</b>	<b>BDM</b>	<b>AUSTRALIA</b>
<b>LLOYD JOHNS</b>	<b>REGIONAL MANAGER</b>	<b>AMERICAS</b>
<b>DENNIS MONTGOMERY</b>	<b>REGIONAL MANAGER</b>	<b>MIDDLE EAST &amp; AFRICA</b>
<b>MICHAEL WU</b>	<b>BUSINESS MANAGER</b>	<b>CHINA</b>
<b>PIP HOBSON</b>	<b>MARKETING MANAGER</b>	<b>GLOBAL</b>
<b>KEVIN STOREY</b>	<b>DIRECTOR</b>	<b>ANIMAL HEALTH</b>

# MARKET OVERVIEW

**Jamal McCleary**  
Regional Manager  
United Kingdom and Europe





# The UK Office



®  
ZOOZ

Corporate Identity

# UK & EUROPE



**Jamal McCleary**  
Regional Manager  
United Kingdom and Europe



**Ashley Malpass**  
Chief Financial Officer  
United Kingdom and Europe



**Jade Pallett**  
Chief Technical Officer  
United Kingdom and Europe

# UNITED KINGDOM



## Regulatory Approvals granted in most EU countries:

Austria, Belgium, Bosnia, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Hungary, Ireland, N. Macedonia, Malta, Montenegro, Portugal, Serbia and Sweden.

## Other EU countries – (WIP) :

Albania, Bulgaria, Cyprus, Greece, Kosovo, Luxembourg, Norway, Poland, Romania, Slovakia, Slovenia and Switzerland.



# UNITED KINGDOM

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## Key Initiative

- Initiating a new Antimicrobial Standard - PAR (Product Authorisation Request) via Engineering in Medicine and Biology Society Standards Committee (EMBC SC).
- Multiple stages / 3 Year process.
- If the new Antimicrobial Standard is approved by the IEEE, it can then be submitted for adoption into ISO, EN or ASTM.



# UNITED KINGDOM

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## Regional Achievements – Health / Hospitals:

- Hungary: Testing has confirmed a 77% reduction in Clostridium difficile (C.diff) infections, 2 months after the use of Zoono Z-71 was initiated.
- South-East Europe: Hospitals now using Zoono Z-71.
- UK: Successful trials have led to a roll out of Z-71 for the InHealth mobile MRI / CT Scanners for NHS.



# UNITED KINGDOM

## Regional Achievements – Facilities Management (FM)

- Working with current FM partners to increase brand awareness / market share.
- Successful rollout via one of the largest UK Hotel chains, has been extended across the Group. In turn, this has led to new opportunities with another European hotel group.
- Crematoriums & Mortuaries – This new opportunity has now been converted into a signed supply agreement for FY22.
- Transport remains a key focus – the majority of the rail network in the UK (overground and underground) is now using Zoono brands.



# UNITED KINGDOM

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## Other Initiatives – Food Packaging

- As a result of the successful South African packaging trials, Zoono is working with a major UK supermarket chain to deliver treated packaging solutions that will increase shelf life.
- Interest is widespread from the food production sector. We are confident this will grow into a significant market for Zoono within the next two years.



# UNITED KINGDOM

## Other Initiatives - 2021 Cleaning Show Excel

- Successful first attendance by Zoono at the UK Cleaning Show.
- Very busy stand. Most interactions were with cleaning Companies wanting to utilise Zoono as part of their service offering.
- Positive feedback has also highlighted marketing / testimonial opportunities from high profile end user companies benefiting from the use of our technology.
- The show solidified current relationships and generated good introductions from within the industry. In turn, this has provided many solid leads and brand opportunities.





# UK / EUROPE

## Regional Achievements – France

- Strategic gains have been achieved via major Facilities Management (FM) companies and Hotel / Hospitality Groups. This will enable Zoono to expand internationally via Icon brand Companies – including the ability for Zoono to use advocate sites.
- Transportation: Zoono brands are now used in numerous transport hubs across France. As some customers have global reach, fresh opportunities have been identified - > a natural development axis for Zoono brands internationally.
- Air France is now using Zoono brands – landside and airside.
- Zoono Z-71 now being trialled in French Hospitals and Aged Care facilities.



# UK / EUROPE

## Regional Achievements – Poland

- Successful trials completed within Transportation (Rail).
- Additional trials are underway in Agriculture.
- Sales into Poland are growing steadily.

## Regional Achievements – South-East Europe

- Significant gains achieved in the medical, hospitality and Government sectors.
- Further opportunities have been identified within the food industry.

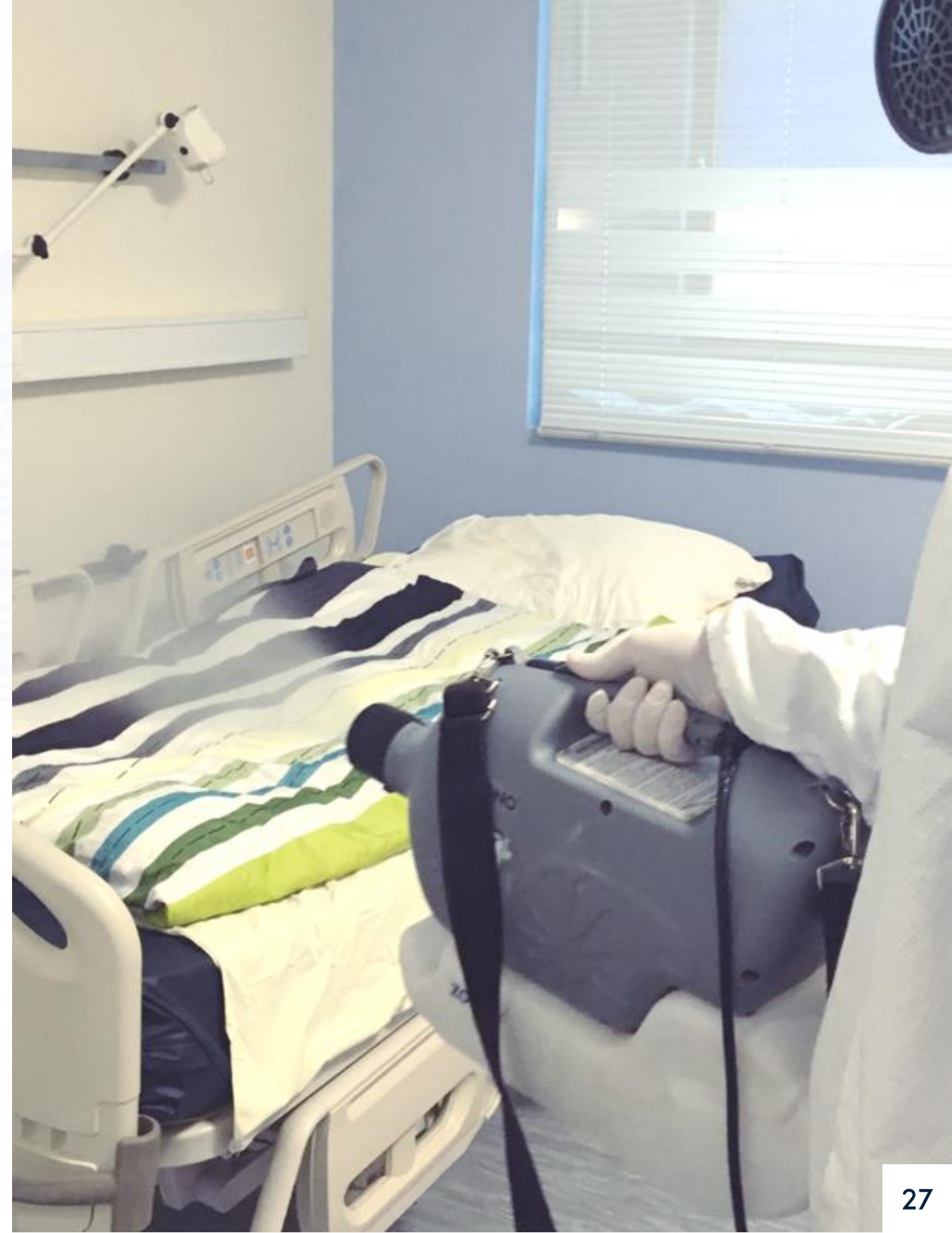


# UK / EUROPE

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## Further Regional Achievements:

- Bulgaria registrations complete. Distributor appointed. Trials nearing completion within Transportation (Rail).
- Malta - Pharmacy chain now supporting Zono brands, plus Dental clinics, Council, Residential nursing homes.
- Sales of Zono brands have just commenced into Cyprus.
- New Distributor appointed for Ukraine.



# UK / EUROPE

## Strategic Summary

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### Support, Educate, Identify, Recruit

- Recent strategy has been to support distributors by providing Zoono technical and sales personnel for customer meetings.
- SharePoint has been upgraded to provide both technical info and marketing collateral.
- Education is key for our technology as we have developed a new space in infection and prevention as an antimicrobial coating (AMC) primarily dealing with the protection of surfaces and hands between cleaning opportunities.
- Differentiation from traditional methods and technologies is key to understanding the Zoono benefits. Regular training across our partnerships is key for message discipline and consistency.
- As the business grows, new staff are being added in both sales and technical areas. We are modelling this initiative on our recent successes in France.

# MARKET OVERVIEW

## AUSTRALIA & NEW ZEALAND

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**PAUL MORRISON**  
REGIONAL MANAGER  
AUSTRALIA & NEW ZEALAND



**DOMINIC STOREY**  
BUSINESS DEVELOPMENT MANAGER  
AUSTRALIA

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# NEW ZEALAND

- Rationalisation of storage / warehousing has reducing operational costs significantly.
- Listed product supplier to New Zealand Defence Force with application to all NZ Navy Platforms.
- B2B sector now looking beyond Covid with a 'Prevention Focus' across all Education and Transport sectors.
- Strategic alignment with nationwide service (ASP) and distribution (AR) partners.
- NZTE funding continues to complement strategic growth strategies worldwide.



# NEW ZEALAND

- Bedding in the Partner Program with Authorised Service Providers (ASP) and Authorised Resellers (AR). Both programs to be tailored for a global roll out.
- Successful rollout of Zoono's Automotive offering focusing on Fleet and Companion Transport using recurring revenue / subscription model.
- Online Information Hub now consolidated within our B2B market, ready for further development for global market.
- Continued work with Key Strategic Partners to drive further growth in all verticals - ensuring solid repeat volumes.



# AUSTRALIA

- Zoono individual wipes continue to be part of the QANTAS “Fly Well” program.
- Cabin Services aligned with Zoono within the Aviation sector.
- Continued reach into the Education Sector via both Early Child Education and the broader Tertiary environment.
- Formalisation of product acceptance within the mining sector, via the establishment of partner Agreements with market leaders.





# AUSTRALIA

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- Working to increase use of Zono products across the wider ADF (Australian Defense Force) Bases including administration and corporate platforms.
- Good growth within the public transport sectors with Zono fast becoming a product of choice in both Airports and Rail environments.
- Rationalisation of Distribution channels ensuring clarity and systems for further growth.
- Inclusion of B2B products at 3PL to ensure fast and ready supply to Australian distributors and customers.



# AUSTRALIA

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## Growth Factors

- As Australia moves away from hard lockdowns, Zoono is targeting businesses where staff are now returning to work. Recent studies<sup>1</sup> have shown 80% of workers returning to the office in 2022 are seeking additional hygiene measures, with 73% of staff concerned about surface cleanliness.
- Growing Zoono's B2B volumes across Australia via targeted sales and marketing campaigns.

<sup>1</sup> <https://clickresearch.com.au>

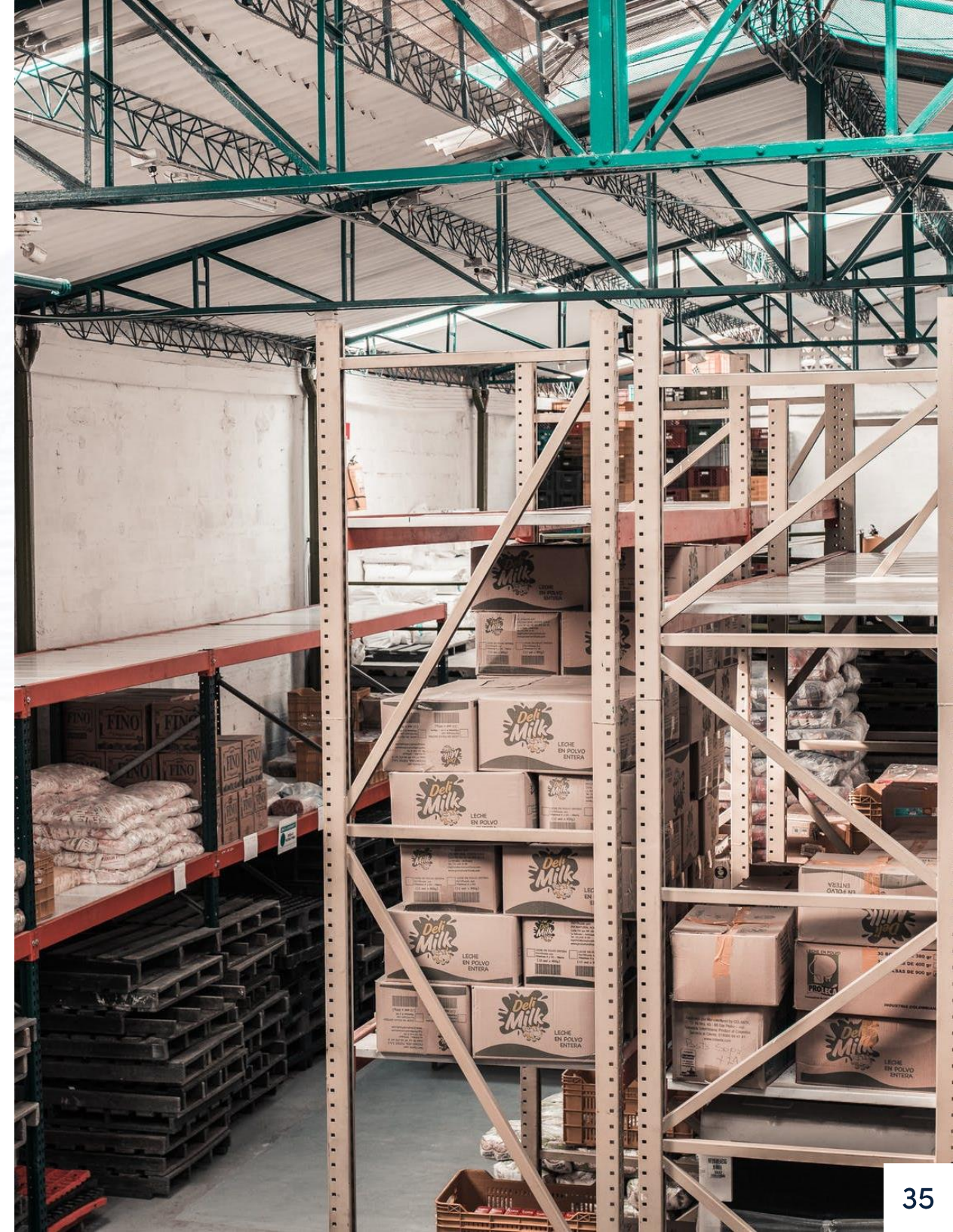


# AUSTRALIA

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## The Future:

- Developing vertical markets where Zoono is already present – especially public transport, airports, strata management, office supply, food manufacturing and production.
- Alignment with key distribution partners in Australia is essential. Zoono Australia will work closely with these partners and support their growth with Zoono across vertical markets.
- Establish growth in new markets such as food shipping container protection, food packaging and air purification (HVAC).



# MARKET OVERVIEW

# AMERICAS

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**LLOYD JOHNS**  
REGIONAL MANAGER

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# ZOONO HOLDINGS USA

## Operations

- Zoono Holdings USA LLC commenced operations in the USA on 1st November 2020.
- The new Company replaces the former Distributor – also based in Shrewsbury, NJ.
- Regulatory – New EPA registration lodged that is expected to enable further claims including anti viral – expected Q2, 2022.
- In discussions with the EPA over some legacy, regulatory issues, largely involving our previous Distributor.



# MARKET OVERVIEW

## MIDDLE EAST & AFRICA

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**DENNIS MONTGOMERY**  
REGIONAL MANAGER



**GARRY WILSON**  
BUSINESS DEVELOPMENT  
– SOUTH AFRICA

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# MIDDLE EAST

**EXPO2020 has finally arrived!**

It may be one year later than planned, but in the first month alone, 2,350,868 visitors attended EXPO2020!

We are delighted that Zoono Z-71 Surface Sanitiser and Zoono GermFree24 Hand Sanitiser have been the product of choice for both the New Zealand and the German pavilions.

EXPO2020 runs from 1st October 2021 until 31st March 2022.

Zoono will be there – helping protect 24/7.



# MIDDLE EAST



- Zono Surface Sanitiser has been validated for up to 30-days protection and Zono Hand Sanitiser for up to 24 hours by ESMA – Emirates Authority for Standardization & Metrology.
- Independent GLP lab tests in the UAE have proven our efficacy and longevity and this will further enhance our presence in the Middle East, India & Africa.
- Zono is now expanding into day-care centres, schools and many other areas.





# MIDDLE EAST

- Zoono is working with a large hotel group in the Middle East where our initial test results have exceeded their expectations.
- Zoono has been applied to all surface areas within the hotels, such as: hotel rooms, staff areas, food preparation areas, fitness centres, elevators, cafes, bars and all communal areas.
- We expect the final results to generate large orders.
- Further expansion with this hotel group could see Zoono being implemented across the Middle East, Africa & Asia.



# SOUTH AFRICA

- Zoono South Africa has been established in Cape Town – October 2021. This office will be the springboard for distributor activity across the African continent.
- On-line shopping portal being introduced January 2022.
- Extensive trials in packaging has led to initial orders of Z-71 Microbe Shield.
- Further trials are in progress across several market sectors (including the agricultural sector) are showing impressive results.
- Other targeted activities include Hospitals, Clinics, Schools, Prisons, Transportation, Shipping Containers, Airlines, Hotels, Restaurants, Bars, Public Transport, Railways.



# SOUTH AFRICA

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- Packaging and Cartons
- Zono worked closely with one of South Africa's leading producers of dried fruit to deliver a solution to a long-standing issue of mould appearing on cartons being shipped in containers.
- Zono was applied during the manufacturing process of the cardboard cartons, with initial testing confirming the treated surface areas were being kept within 'food safe' levels.
- Produce was placed into these treated cartons / palletised and loaded into shipping containers.
- Despite the container being on a ship at sea for 9 weeks (shipping delays), independent tests at unloading confirmed the contents / cartons were free from mould, fungi and bacterial contamination.
- Just by treating the cartons with Zono Microbe Shield, this producer has significantly reduced the risks normally associated with sea freight containers – including the risk of the product being turned away by Border controls.

# MARKET OVERVIEW

# CHINA

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**MICHAEL WU**  
BUSINESS MANAGER

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# CHINA MARKET ACHIEVEMENTS

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ZOONO ALIBABA GLOBAL  
FLAGSHIP STORE



FIRST GRADE APPROVAL &  
PRODUCT REGISTRATION OF  
IMPORTED DISINFECTANT  
PRODUCTS BY CHINA HEALTH  
AUTHORITIES



WAREHOUSE ESTABLISHED IN  
SHANGHAI FOR CROSS BORDER  
TRADING AND GENERAL  
IMPORTING BUSINESS



SOLID AND GROWING  
CUSTOMER BASE IN  
CHINA AND HONG KONG

# MARKET UPDATE

## Consumer Market:

- Zono opened a cross-border flagship store in TMall global, in September 2020.
- From a zero base, sales have steadily increased month on month.
- Currently working with China's largest e-commerce operators to maximise sales via targeted marketing campaigns.



# MARKET UPDATE

## Commercial Market:

- The commercial market is Zoono's prime focus.
- Zoono China was set up in Shanghai in March 2021. The strategy has been to identify and work with sector leading Chinese companies who have strong channel resources.
- Significant gains have been achieved in some key industries, such as textiles, animal husbandry and the manufacturing sectors.
- Zoono is also negotiating with suitable partners in more fields including medical and pharmacy, early childhood education and property services.



# OTHER ACHIEVEMENTS

- Zono China has achieved significant breakthroughs in airports, airlines, high-speed rail, railway stations, urban subways and other public transport fields.
- Zono is now being used in VIP lounges at major airports in China through the support of China Southern Airlines.
- Zono (in conjunction with local automation equipment companies) is ready to launch a 'Zono Automatic Disinfection Robot' that will provide a more efficient sanitizing service for large public places such as airports and rail stations. These robots will start being deployed at China's major airports and high-speed railway stations at the start of 2022.
- Zono China is also active within the property service sector. By providing products and training, Zono can capitalise on existing service channels to expand into more commercial properties and residential homes.





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# MARKET OVERVIEW

# ZOONO ANIMAL HEALTH

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**KEVIN STOREY**  
ZOONO ANIMAL HEALTH - DIRECTOR

\* Zoono Animal Health is an independent Distributor specialising in the Animal Health sector

# OVERVIEW

- The Animal Health sector is a gradual entry process for ZOONO.
- It takes 1 - 2 years to implement the ZOONO product as a replacement for existing veterinary products.
- The industry norm is to start with a trial (poultry or swine). This can take 6-12 months to complete – before any roll out.
- The livestock industry is conservative and risk averse. The costs of any ‘failures’ are extremely high – meaning the industry is wary of new technologies / new products.
- Educating key distribution partners established in other countries has led to trials and scientific studies – all designed to create industry acceptance.



# MARKET UPDATE

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## New Zealand – Australia

- Zoono has been proven in three large Poultry companies who are at various stages of implementing the product within their businesses.
- The highly regarded Iowa State University has completed studies over the past 14 months.
- The studies confirmed that unlike the control product which is commonly used in the swine industry for sanitisation, Zoono demonstrated long lasting antimicrobial surface protection up to 21 days – the control had limited efficacy for a much shorter period of time.
- Two separate trials are underway in the Australian Swine industry, via APIAM Animal Health and Australian Pork Ltd. These are significant trials as they will provide comprehensive data to the industry on the efficacy of the Zoono product.
- Once these trials have been completed, significant volume sales commencing early 2022 are anticipated.



# MARKET UPDATE

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- APIAM (ASX:AHX) have partnered with Zoono Animal Health for the international roll out of Zoono products.
- Zoono Animal Health have a direct supply Agreement with APIAM for agreed markets.
- APIAM have partnered with a Veterinary distributor for the launch and distribution of Zoono based products in the swine industry.



# MARKET UPDATE

## UK & Europe

- Working with our UK Animal Health partners, we are currently in advanced discussions and/or field trials with the 3 largest companies in the UK. (Collectively, they produce 90% of the processed chicken).
- Trials were held over three consecutive breeding cycles of 42 days and have proven superior performance due to the application of Z-71.
- Formal acceptance of the technology has led to the first 28 farms replacing existing sanitisation programs with Z-71 and the specific biosecurity protocols developed as part of the product application.
- It is expected that all farms will adopt Z-71 in a measured rollout over the next 12 – 18 months representing 30% of the UK poultry industry.
- The significance of being accepted into the poultry industry has led to either advanced discussions or trials with the other producers contributing who collectively contribute 90% of the country's poultry production which represents circa 1 billion birds per annum to the food chain.



# MARKET UPDATE

## UK & Europe

- R&D for improving the performance of Z-71 into the various sectors of the poultry industry is an ongoing process that is carried out in NZ within a poultry company that supports our technology.
- The R&D provides constant refinements to the application process and biosecurity protocols, this information is a key factor in supporting all our sub-distributors.
- Sales have commenced and volumes are expected to increase annually with long term growth.
- The market potential in obtaining these three clients is in excess of 500,000L per annum.

### In summary:

- Zoono Animal Health has forecast sales volumes (based on the information above) of >300K Litres of Zoono product over the next 12 months. This represents 14% volume capacity of ZAH's existing client base, without accounting for new clients or markets.



# MARKET OVERVIEW

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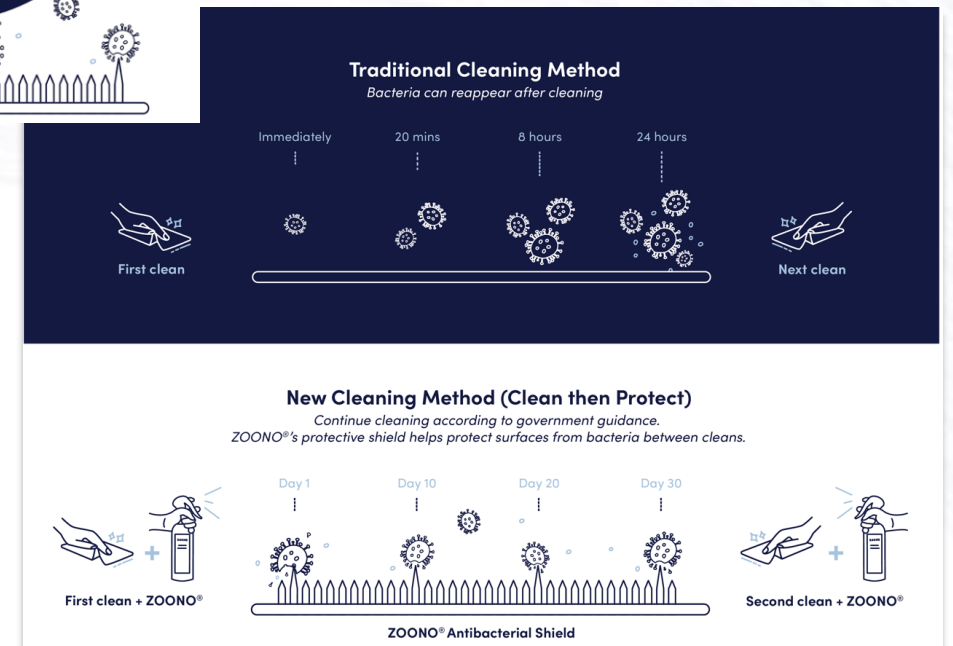
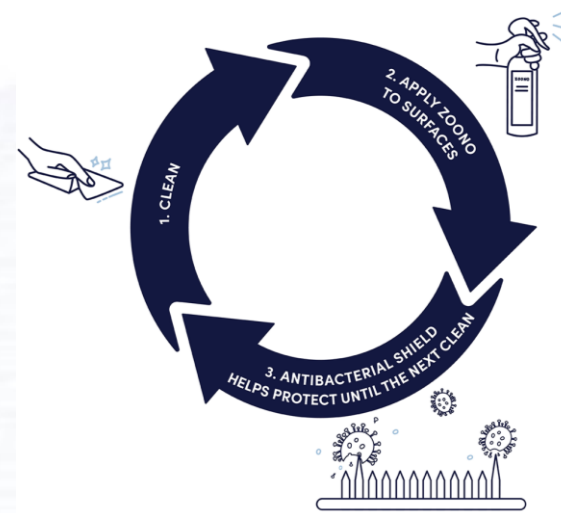


**PIP HOBSON**  
MARKETING MANAGER

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# MARKETING ACTIVITY-REFLECTION

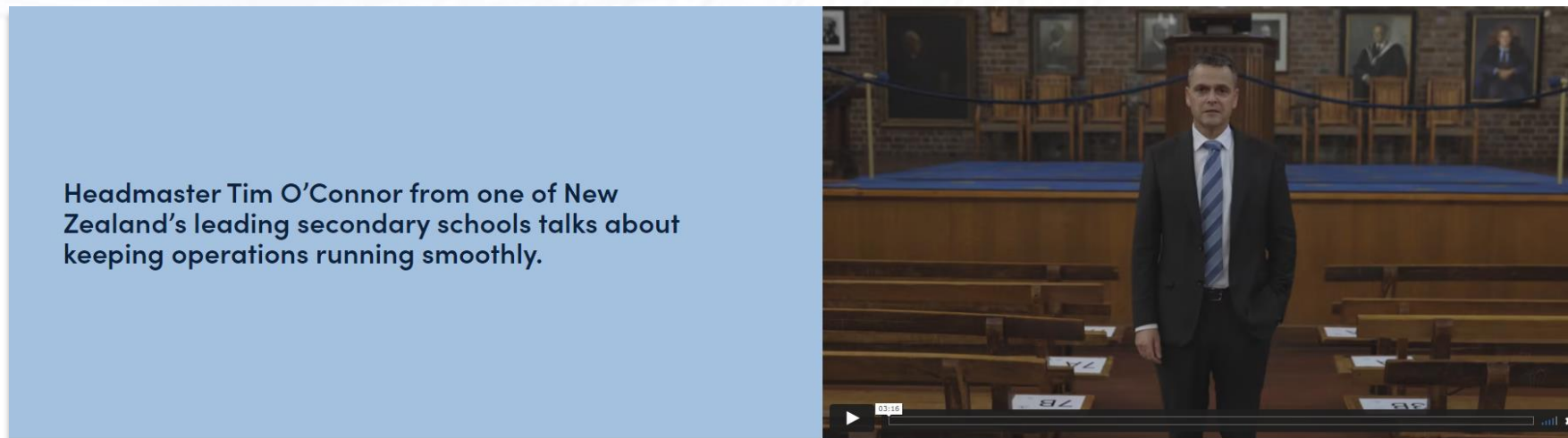
- Tool kit of professional brand assets and sales materials available.
- Navigation of strict regulatory requirements around the world.
- New global business website plus regional online stores.
- 8 new Zoono branded company websites around the world.
- Hubspot integration.





# MARKETING ACTIVITY-REFLECTION

- Make A Wish Partnership and commercial opportunities
- Further social initiatives
- New label design for non-skin products.
- Content creation; real customer testimonials and case studies



Headmaster Tim O'Connor from one of New Zealand's leading secondary schools talks about keeping operations running smoothly.

# MARKET SEGMENTATION- STRATEGIC INSIGHT



FAMILIES/  
B2C



SMALL BUSINESS  
CUSTOMERS/B2B



MEDIUM BUSINESS  
CUSTOMERS/B2B



LARGE BUSINESS  
CUSTOMERS/B2B

AD OBJECTIVE: Online Sales

AD OBJECTIVE: Lead Generation

Customers Profiles & Segments



Customised Messages

# NEW DIGITAL PARTNERS

- Sydney-based digital marketing specialist will focus on growing brand awareness, online sales and lead generation.
- Defiant specialise in paid ads and SEO.
- Outsourcing this task will allow our team to focus other essential roles.

**ZONO®**  
Stop germs in their tracks

**ZONO®**  
Protect your customers and employees

**ZONO®**  
Trusted by leading global airlines

**defiant.**

Water-based and alcohol free

Kills 99.9% of germs

Lasts for up to 24 hours on skin

Water-based and alcohol free

Kills 99.9% of germs

Lasts for up to 24 hours on skin

# MARKETING ACTIVITY- 2022 FOCUS POINTS

- Global expansion via Amazon; alignment and expansion into EU markets.
- B2B marketing priority over B2C, online & lead generation important.
- Content marketing
- Lead generation campaigns.
- Support global sales team; marketing tools and strategic marketing advice
- New China marketing agency partnership
- Customer Insights, data analysis and questionnaires



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# FY22 PRIORITIES

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**PAUL HYSLOP**  
CEO

# FY22 PRIORITIES

Continue to transition and stabilise from the COVID induced hyper growth environment into delivering ongoing, long-term, sustainable and repeatable sales growth by:

- ✓ Continuing to invest significantly in our direct global sales structure in key geographic markets.
- ✓ Supporting existing and appointing new distributors in secondary markets.
- ✓ Significant investment in B2B marketing resources and initiatives to support our sales efforts – total clarity on segment specific strategies and growth plans.
- ✓ A renewed focus and prioritization on developing key market segments: Facilities Management, Transport, Hospitality, Healthcare, Food Packaging and supporting the efforts of Zoono Animal Health.

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# ZOONO<sup>®</sup>

The next generation of antibacterial technology

## Questions?

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