

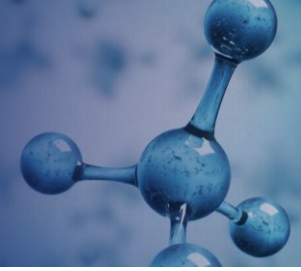
# AGM Presentation

May 2023

*Passion to combine economic success with enriching lives for a sustainable future*

**HOLISTA  
COLLTECH**

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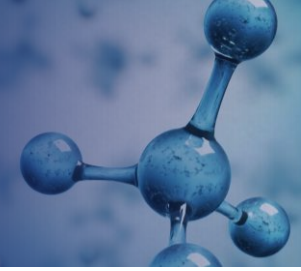
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# Building on the Momentum

## Step-up in sales



*Holista Colltech is an emerging Australian developer of health and wellness products in the US\$4.4 trillion Global Health and Wellness Industry\**

Holista delivers 2<sup>nd</sup> consecutive year of record revenue in FY22

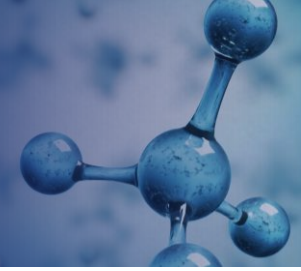
Diverse offering and client base provides resilient platform for growth

Sales growth continues into 2023 with Holista posting positive Op Cash Flow in 1QFY23

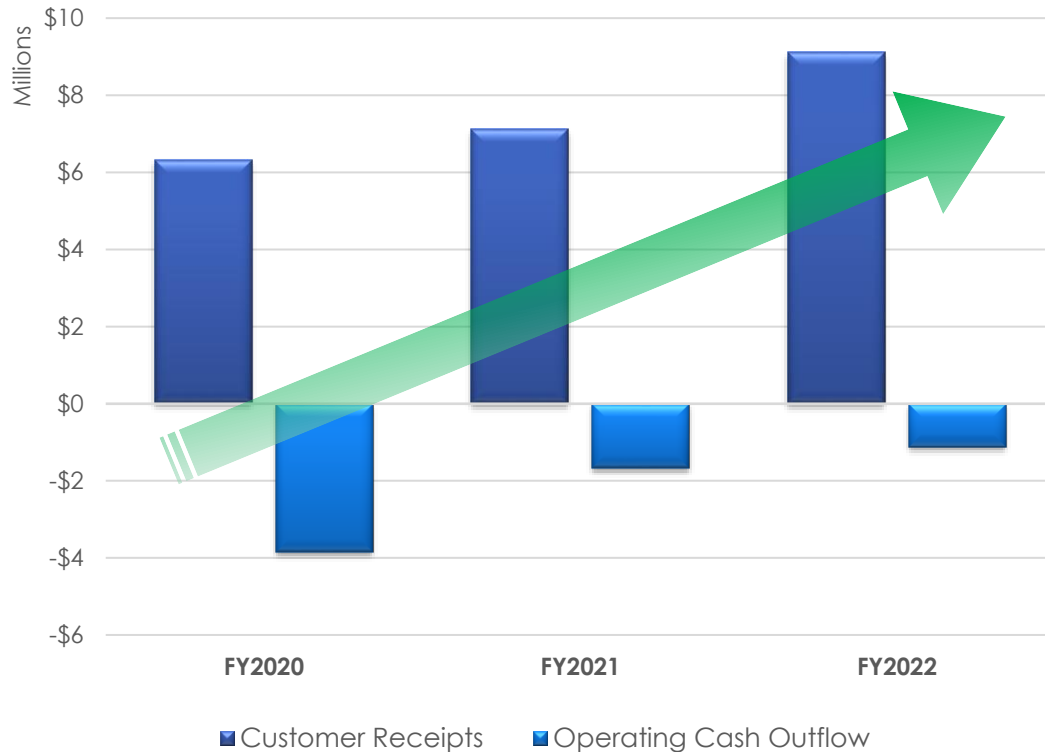
Positive outlook as global health & wellness market continues to grow

# Improved 2022 Results

Increases in sales, customer receipts & op cash flow



## Uptrend in Op Cash Flow



Holista delivers second consecutive year of record revenue in FY22 of \$8.2m

Credible NPAT result in a high inflation and interest rates environment (net loss in FY22: \$1.5m vs FY21: \$1.4m)

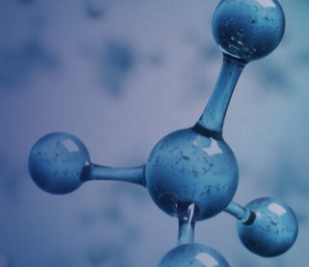
Healthy Food Ingredients division posted strongest revenue growth of 38% over FY21

Dietary Supplements was largely flat due to a temporary Dec quarter slowdown

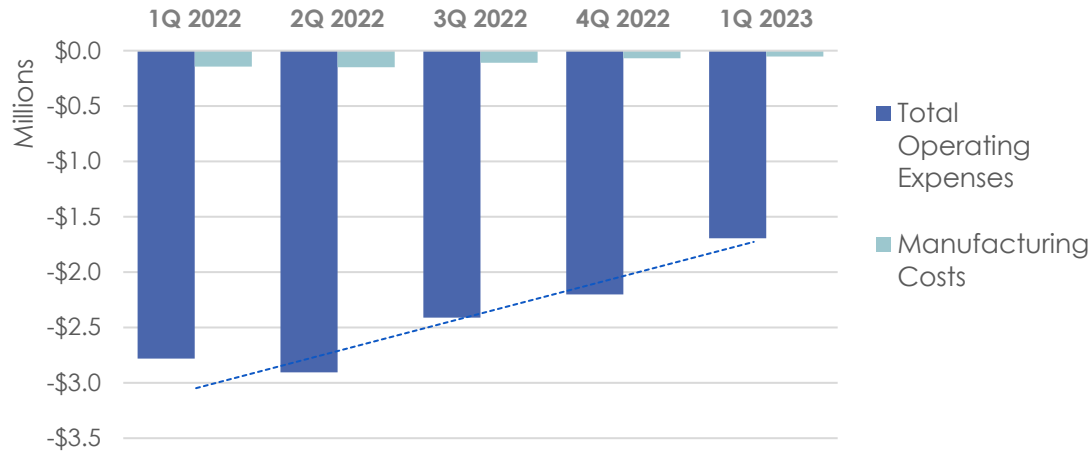
Positive outlook with additional potential opportunity from the reopening of the Chinese economy

# Stringent Cost Management

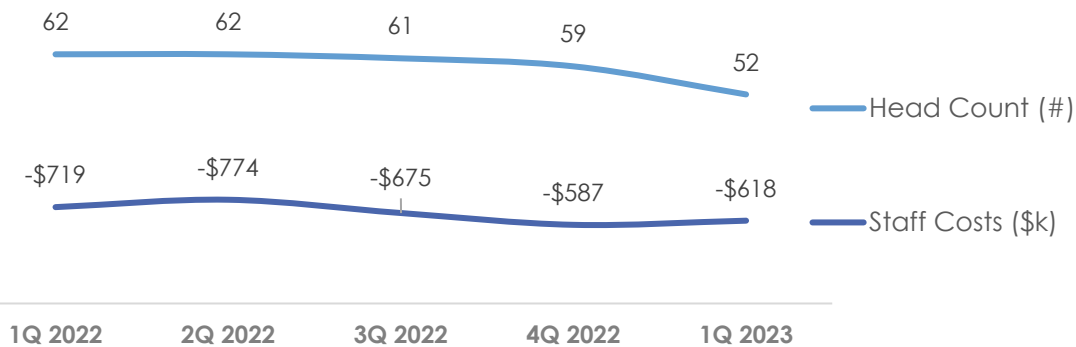
Remaining focused on this key priority



Improving Costs Trend



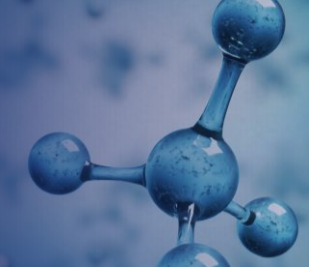
Employee Costs Savings



- Holista does not foresee a need to raise capital for the next 12-months
- Focus on cost control and preservation of cash through:
  - Productivity gains (higher sales on lower expenses, including staff costs)
  - Double-digit increase in sales-per-employee
  - Renegotiation of supplier payment terms & debt
  - Deferral of non-essential projects
  - Moving costs to Malaysia where practical
- Top shareholders continue to retain their shareholdings

# First Positive Op Cash Flow

Significant increase in operating cash



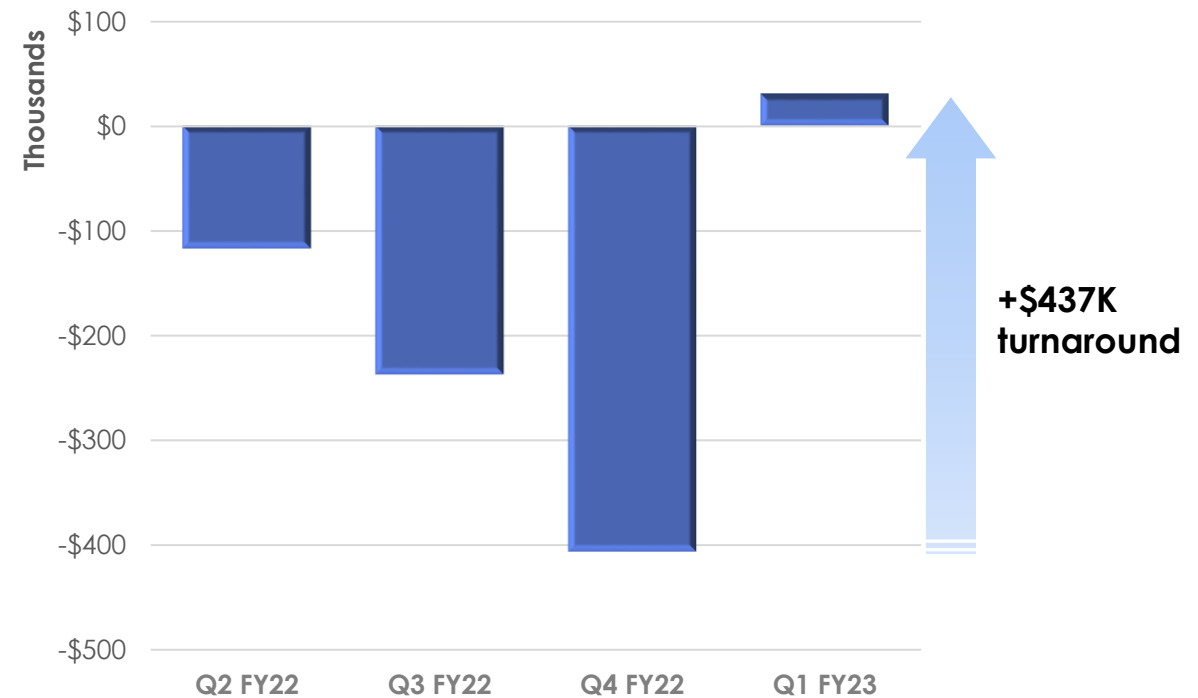
Holista recorded its first positive quarterly Op Cash Flow in its history in 1Q FY23

Cost control and strong rebound in Supplements division contributed to the turnaround

The Group has access to a further ~\$800K in unused financing facilities

Holista believes it has sufficient capital to fund operations for the next 12 months

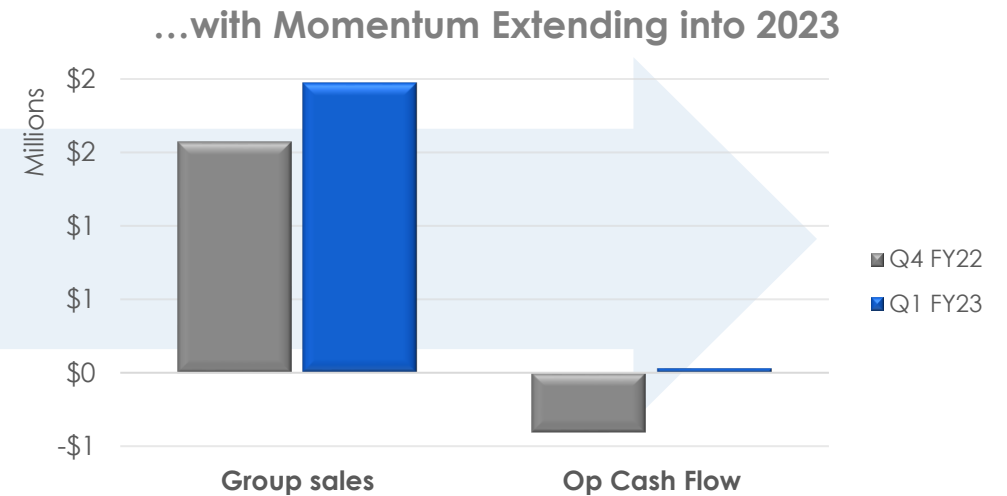
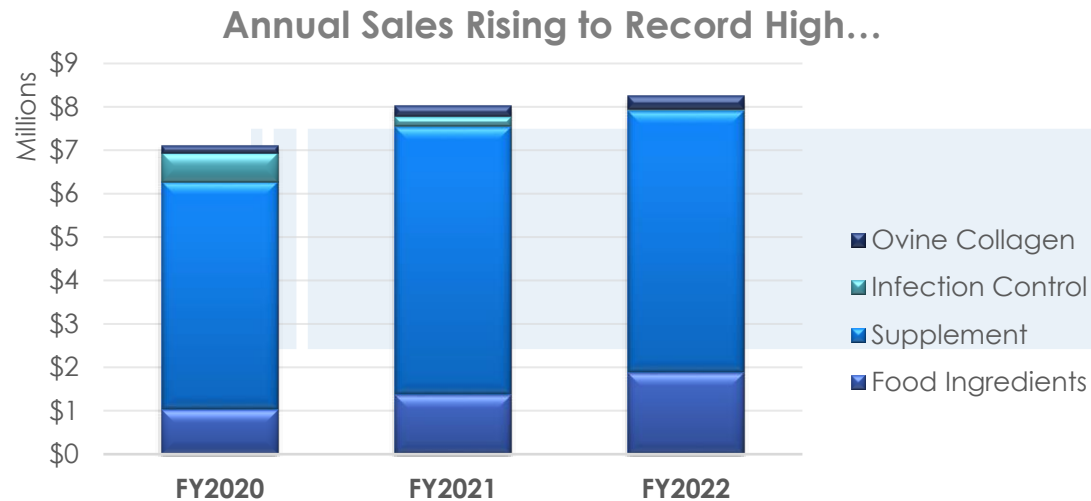
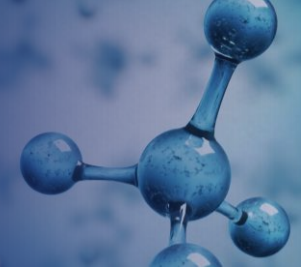
### Quarterly Net Operating Cash Flow





# Well Placed for 2023

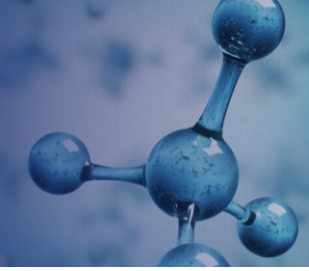
Growth carrying through into the new year



- FY2022 revenue increased 3% to a record high of \$8.2M and NPAT was largely flat (loss of \$1.5M) vs. FY2021 despite headwinds
- Sales growth persisting into 2023 with Group sales jumping 25% in 1QFY23 vs. 4QFY22
- Operating costs improved by 39% pcp in 1QFY23 while customer receipts stabilised as Holista overcame the worst of the supply chain disruption and economic headwinds
- While challenges remain, Holista's largest divisions continue to grow or hold their ground

# Dietary Supplements

## Developments & updates



Largest contributor to Group Revenue (~73% of FY22 Group revenue)

Sales of \$6M in FY22 - steady over FY21 and up 15% over two years

Launch of new products (e.g. Nugivity, Pristin Max) to contribute to further growth

Global supplements market growing at 7.6% CAGR (2022-2031) to US\$99B\*

*The Group markets and sells thirty-seven (37) different propriety supplements and owns market-leading vitamin brands in Malaysia*

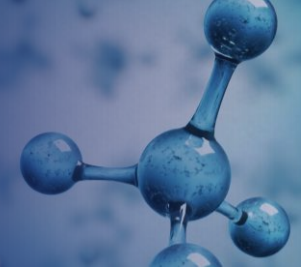


• Source: <https://www.alliedmarketresearch.com/vitamin-supplements-market-A16898>

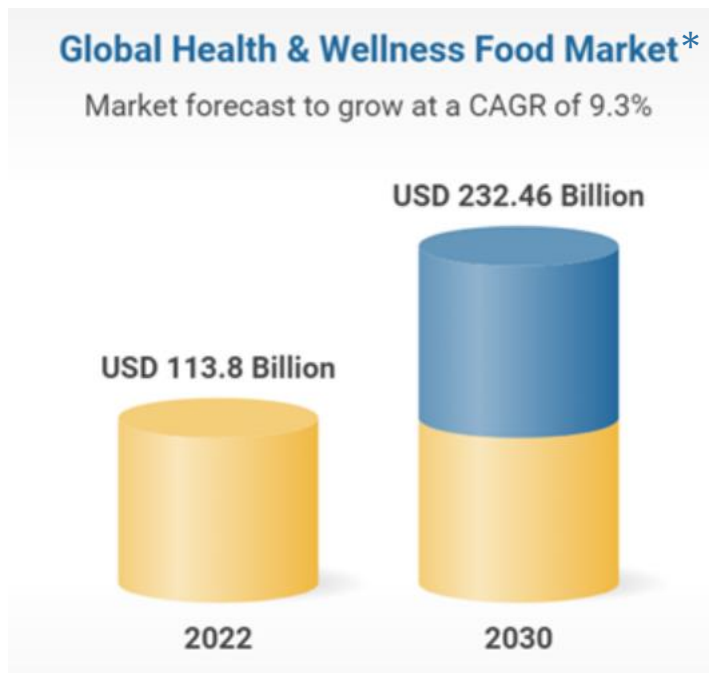


# Healthy Food Ingredients

## Developments & updates



*Holista developed the clean-label low GI premix called GI Lite™ for healthy breads, noodles and pasta, as well as healthy sugar alternative 80Less™ that are sold to food and drink (F&B) manufacturers around the world*

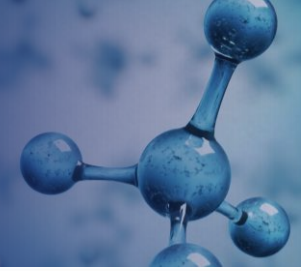


- Delivered strongest YoY sales growth in the Group in FY22 (+38% to \$1.9M)
- Growth primarily driven by Holista's unique 80Less™ healthy sugar substitute
- Strong ongoing demand from F&B manufacturer Rex Industry
- Cost of living pressures prompting some consumers to trade down from premium/health foods but medium-term outlook for the sector is strong
- Global Health & Wellness Food Market expected to grow at 9.3% CAGR to US\$233B by 2030\*

\*<https://www.researchandmarkets.com/reports/5336621/global-health-and-wellness-food-market-by-product>

# Ovine Collagen

## Developments & updates



Division's FY22 sales increased 23% pcp to \$306K (+77% over two years)

Holista has a binding sales contract with leading cosmetics manufacturer Behn Meyer Thailand

Fluctuations in quarterly sales is due to timing of orders

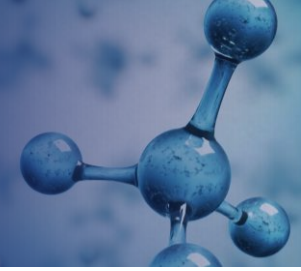
Holista is looking at developing other opportunities for this unique product

Collie plant is ISO compliant and future improvements will be in line with ESG guidelines

*Holista is the only Company producing Australian-made sheep collagen that is extracted using a patented process. Its product is highly sort-after by cosmetic manufacturers as it is culturally acceptable, fully traceable and untainted by Mad Cow Disease*

# New Collagen Patent

Improved processing & new markets



## New global patent filed on 19 May 2023

Patent covers process improvements to extract collagen from animal skin that:

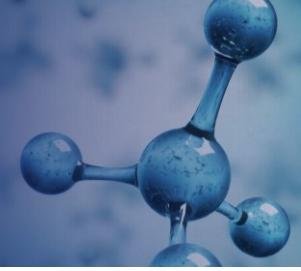
- Produces less bioburden (bacteria living on the surface)
- Increases speed and efficiency
- Reduces costs and offers ease of operation

The improved process also allows for the production of:

- Nano collagen (superior mechanical stability and strength for medical applications)
- Hydrolysed collagen (superior absorption for cosmetics and health supplements)

# Infection Control

## Developments & updates



*Holista offers a range of all-natural and alcohol-free sanitising solutions that have been proven to be effective against viruses, including COVID-19*



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Slowdown in consumer demand for sanitisers post pandemic

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Holista refocusing on B2B market where there is good demand for all natural solutions

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B2B sales cycle is significantly longer than B2C

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This smallest division is immaterial to the Group's growth and has very low cash burn

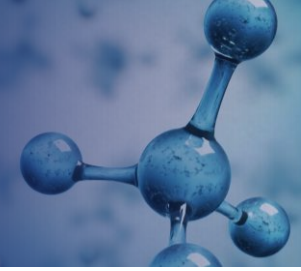
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Holista is exploring strategic options for the division

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# Opportunities in the Chinese Market

## Potential upside from the reopening of China



Holista is exploring a number of business development opportunities in China following:

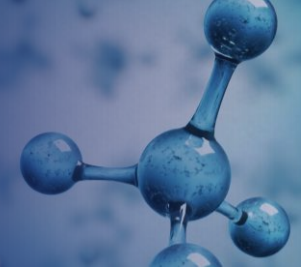
- ✓ The reopening of its economy post COVID
- ✓ Improving relations between the governments of China and Australia
- ✓ All of Holista's products going to China is protected by international patents
- ✓ Strong and persistent demand for wellness products & solutions from the world's second largest consumer market





# Medium-Term Growth Projects

Potential for significant growth



## Collagen trial with Chinese SOE

- Holista has shipped 20kg of its patented collagen to Sinbio
- Sinbio distributed the collagen to 380 cosmetic manufacturers under the group
- Cosmetic manufacturers to develop new products with the collagen for market testing

## New opportunity for GI Lite™

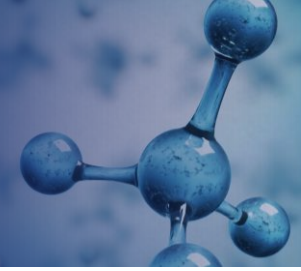
- Early stage discussion with a major wheat supplier
- The supplier sees GI Lite™ as a way to overcome volatile wheat prices by mixing it with its wheat to create a healthier product
- If negotiations are successful, Holista will license the technology to minimise working capital requirements

## Sanitiser partnership opportunity

- Exploring opportunities with beauty/hygiene products companies
- Potential to supply all natural sanitisers as an ingredient for these products
- Too early to quantify the potential upside, but a successful outcome will lead to significant recurring revenues

# Summary

## Growth drivers for 2023 and beyond



YTD trading conditions point to further growth in 2023 following record revenues in 2022



Global wellness trends supportive of further growth over medium- to longer term



New early-stage opportunities that can significantly bolster medium-term profitability



Expecting further improvements in FY2023 results



Developing digital platforms utilising AI to bolster sales

### Dietary Supplements

- Sales growth expected to continue in 2023
- New products to contribute to growth (Nugivity/Pristin Max)
- Will remain significant cash generator for Holista

### Ovine Collagen

- Binding sales agreement with Behn Meyer
- Potential opportunity in China
- Exploring other opportunities for this patented premium product

### Healthy Food

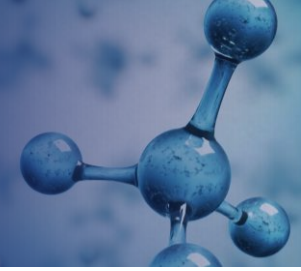
- Positive demand outlook for GI-Lite™ and 80Less™
- Growing consumer focus on healthier foods to drive growth
- Early discussions with major wheat supplier ongoing

### Infection Control

- Significant opportunities in the B2B space
- Holista's all natural solutions are an ideal ingredient in beauty products
- Holista is exploring strategic options for its smallest division

# Board of Directors

## Expertise to lead the Group forward



**David Deloub**  
Non-Executive Chair

Over 30 years experience in the finance and corporate sectors and has a Bachelors degree in economics with honours and post graduate qualifications in Banking and Finance. He held senior positions at Alinta Energy Limited , Neptune Marine Services, Patersons Capital Partners, and Alcoa Inc in the US.



**Rajen Manicka**  
Exec Director & CEO

Dr Manicka spent nine years working for Big Pharma including Roche and CIBA Pharmaceuticals in various capacities including product and marketing manager. He is a prominent figure in the Malaysian biotech industry and is a member of the Malaysian Ministry of Health Standing Committee for Traditional Medicine.



**Loren King**  
Non-Executive Director

Worked in corp finance and senior administration roles with ASX-listed companies, stockbroking and corporate advisory services for the past 15 years. She has experience in corporate governance and compliance. She holds a Bachelor of Psychology and is a Fellow Member of the Governance Institute of Australia.



**Jay Stephenson**  
Company Secretary

Involved in business development for over 30 years, including the past 25 years as Director, Chief Financial Officer and Company Secretary for various listed and unlisted entities in IT, food, nutraceuticals, resources, manufacturing & property. He has experience with M&A, IPOs, capital raisings and business restructuring.



**Roscoe Moore**  
Advisor

Dr Moore served as Assistant US Surgeon General, Rear Admiral of U.S. Public Health Service, Chief Epidemiologist with the Center for Device and Radiological Health at the U.S. FDA and Senior Epidemiologist within the National Institute for Occupational Safety and Health, Center for Disease Control (CDC).

To join our mailing list please email:  
[update@holistaco.com](mailto:update@holistaco.com)

# Thank You

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