forbidden
• FOODS •

APRIL 30, 2021

Q3 FY21
Investor Update

www.ForbiddenFoods.com.au



Disclaimer

This presentation dated 30 April 2021 provides additional comment on the Quarterly Report for the 3 months ended 31 March 2021 of Forbidden Foods Limited (the "Company" or "Forbidden Foods") and accompanying information released to the market on the same date. As such, it should be read in conjunction with the explanations and views in those documents.

This presentation is provided for general information purposes only. The information contained in this presentation is not intended to be relied upon as advice to investors and does not take into account the investment objectives, financial situation or needs of any particular investor. Investors should assess their own individual financial circumstances and consider talking to a financial adviser or consultant before making any investment decision.

This presentation is not a prospectus, investment statement or disclosure document, or an offer of shares for subscription, or sale, in any jurisdiction.

Certain statements in this presentation constitute forward looking statements. Such forward looking statements involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company and which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements.

While all reasonable care has been taken in relation to the preparation of this presentation, none of the Company, its subsidiaries, or their respective directors, officers, employees, contractors or agents accepts responsibility for any loss or damage resulting from the use of or reliance on this presentation by any person.

Past performance is not indicative of future performance and no guarantee of future returns is implied or given.
Some of the information in this presentation is based on unaudited financial data which may be subject to change.

All values are expressed in Australian currency unless otherwise stated.

All intellectual property, proprietary and other rights and interests in this presentation are owned by the Company

forbidden. • FOODS •

Our Strategy

Our Mission

To create healthy and nutritious products that engage, delight and inspire health conscious consumers, drive value for our stakeholders, and encapsulate our core values of innovation, authenticity, quality and sustainability.



Our Vision

To feed the world with the world's best!



Our Focus

Realising the potential in our brands through

- Releasing products our customers will love
- Offer a world-class customer experience with our brands
- Build a global supply chain to share our Australian origin story



Our Brands

Forbidden Foods offers two key brands with broad appeal in fast growing global segments.



Infant & Toddler Health & Nutrition

FUNCH®

FUNCH products help children love, enjoy and discover food, and empower parents to feel satisfied! Range includes Australian Made Baby Puree & Cereals and Family Snacking range of mixes.
www.FUNCH.com.au



Plant-Based Health Foods

sensory mill®

Sensory Mill provides the very best of plant-based foods – from exotic, weird and wonderful ingredients through to mixes and healthy beverages.
www.SensoryMill.com.au





forbidden FOODS

Our Journey

Since IPO

Initial Public Offering

August 31st, 2020

Forbidden Foods Limited lists on ASX, raising $6m via IPO.
30 million shares at $0.20

FUNCH Baby Foods ranged in Baby Bunting

December 3rd, 2020

The full range of 7 Funch Baby Foods SKU's ranged in all 58 stores nationally

Flagship Tmall Store launched in China

February 2nd, 2021

In colloboration with Alibaba FUNCH launched its baby foods on a flagship T-mall store exposing it to 881 million monthly users

FUNCH & Sensory Mill ranged with Foodworks/AUR

October 19th, 2020

20 SKU's accepted into Foodworks/AUR 500 store network

FUNCH ranged with Pharmacy Alliance

February 2nd, 2021

The full range of FUNCH baby food gained ranging acceptance into Pharmacy Alliance member stores. Distributed via Sigma Health care.



Highlights Q3 - FY21

Store Reach via Partners —— **4500+**

Forbidden Foods has grown its store reach from 3500+ stores to 4500+ stores with the added customers of Sigma Health Care (Pharmacy) & Baby Bunting (Specialty Retail).

Tmall Orders —— **500+**

500+ Tmall Orders fufilled in China since launch. Compound monthly growth rate of 273%.

Retail Sales Growth —— **25% Up**

Retail and E-commerce revenue increased 25% quarter on quarter.

Cash Receipts —— **13% Up**

Cash receipts from customers of $1.07 million in Q3 FY21.

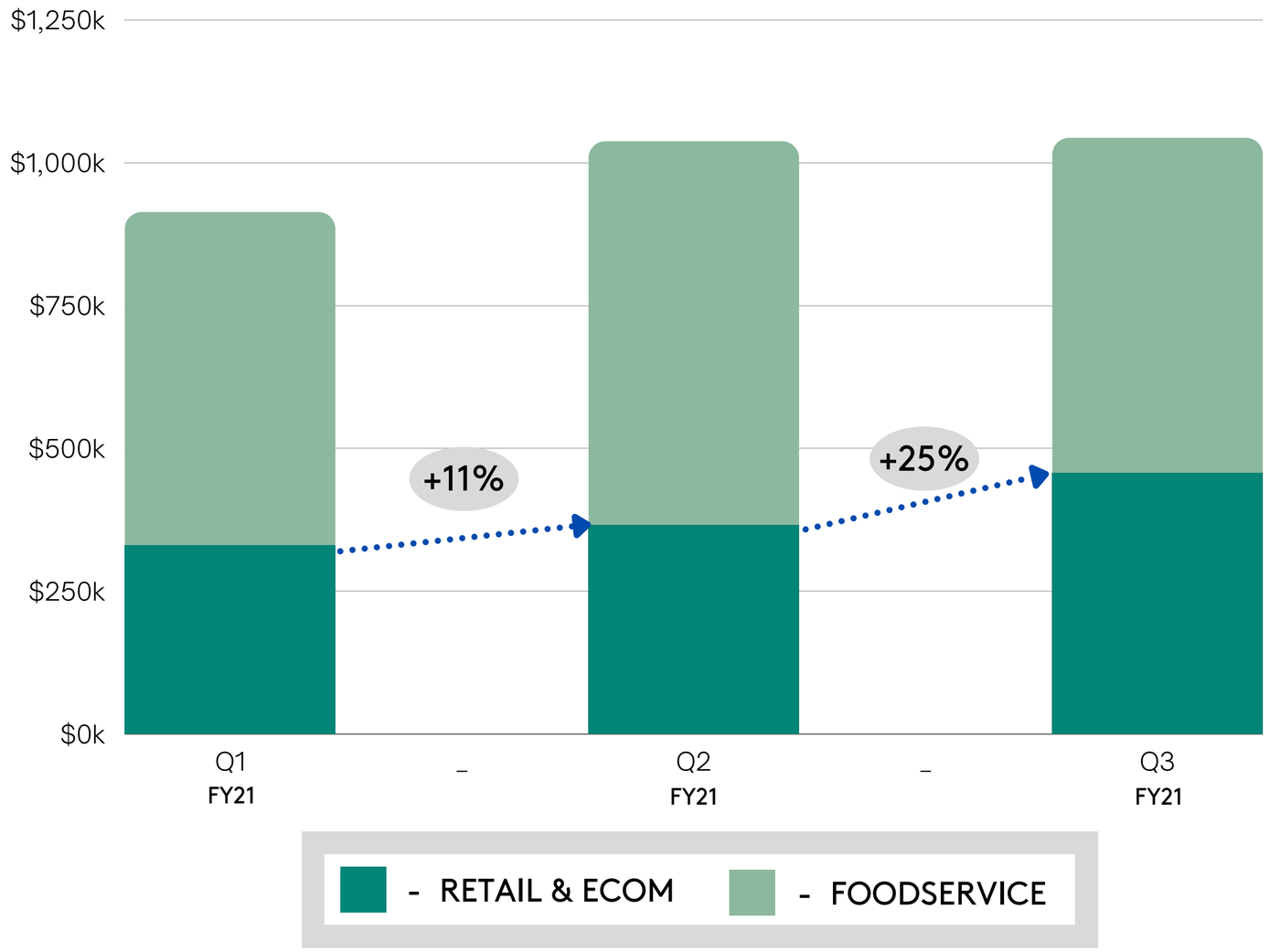
Cash & Cash Equivalents —— **$1.74m**

Cash and cash equivalents at end of Q3 FY21 was $1.74 million.

Revenue By Channel

Retail & E-commerce
Forbidden Foods has been improving its branded retail and E-commerce business with sales increasing in Q3 by 25%.

Foodservice
COVID-19 has continued to impact foodservice with revenue decreasing in Q3 by 13% attributed to lower business confidence in the restaurant industry.[1]



forbidden FOODS

1. Australian Bureau of Statistics - Business Conditions & Sentiments, 2021

Our Key Strategies For FY21

01

Enter China & South-East Asia

02

Build a world-class E-commerce offering

03

Deliver innovation that is going to excite

forbidden FOODS

China & South-East Asia Entry Strategy

Forbidden Foods has a clear strategy to successfully roll out its FUNCH brand in China & South-East Asia. The company has staged its market penetration strategy to ensure a smooth entry into the market while retaining its brand and product quality which assists in maintaining sustainable margins for the company.

COMPLETE

Stage 1

Brand Credibility

FUNCH went through a brand refresh in 2020, establishing a reputable online profile with an emphasis on Australian ingredients.

COMPLETE

Stage 2

Product & Price Credibility

Secured local ranging into 1000+ stores, including Australian supermarkets, pharmacy stores and baby stores.

COMPLETE

Stage 3

Launch B2C Offering in Asia

FUNCH launched a flagship T-mall Global store in China providing access to 881 million monthly users in China.

IN PROGRESS

Stage 4

Establish B2B channels & partners

Now established online, Forbidden Foods to seek best B2B partners in each country.

forbidden FOODS

Highlight
STAGE 3

T-Mall
China Launch

Forbidden Foods partnered with Yaru Ventures (China & South-East Asia Marketing Specialists) to launch FUNCH onto T-Mall. The opportunity was to capture a share of the USD$89 billion in revenue derived from cross border E-commerce exports to China. The launch was supported through local influencers and key-opinion-leaders (KOLs).



forbidden
• FOODS •

E-Commerce Strategy

Forbidden Foods values the importance of owning the relationship with its customer so it can offer a richer brand experience to increase loyalty and stickiness.

COMPLETE

Stage 1

Enhancing Fufillment Capabilities

New internal processes now capable of serving high-volume order fulfillment and customer queries.

COMPLETE

Stage 2

Social Credibility

FUNCH recently signed Jimmy & Tori Rees as 2021 brand ambassadors. They currently have 500,000+ followers on Instagram & Tiktok.

COMPLETE

Stage 3

New Websites

FUNCH & Sensory Mill have launched new websites focused on customer experience, conversion optimisation and technical infrastructure for stage 4.

IN PROGRESS

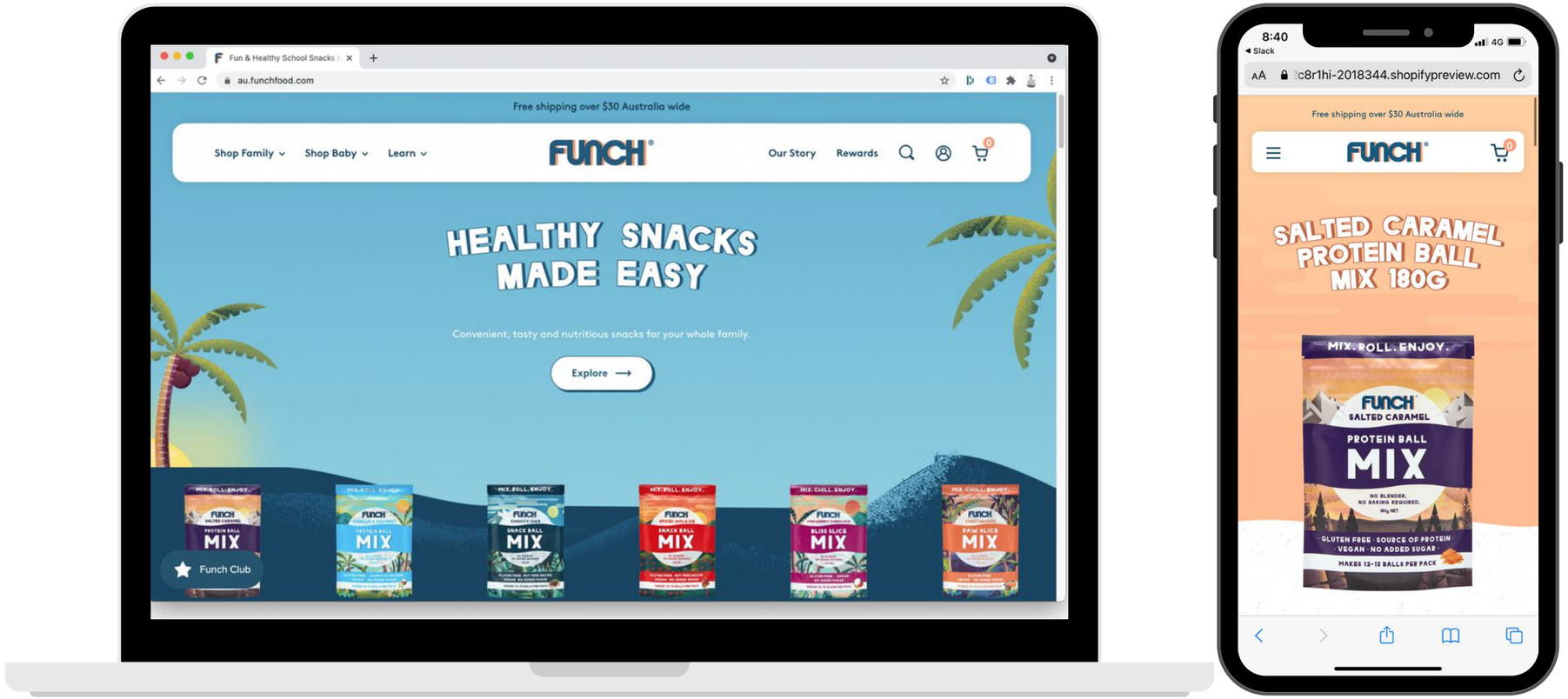
Stage 4

First International Market

FUNCH will first trial opening up the range to an international market with local fufillment servicing that area.

forbidden FOODS

Highlight
STAGE 3



New Website Launch

Australians spent $44.18 billion on online retail in 2020, a level that is approximately 12.6% of the total retail trade estimate.[2]

FUNCH & Sensory Mill have modernised its offering to improve customer experience and optimise conversion rates through its online acquisition programs. Back end infrustructure was improved to not only appeal to Australian online consumers, but to ensure the website had the capability to launch seamlessly into additional international markets.

2. NAB Online Retail Sales Index - Feb 4, 2021

Innovation That Will Excite

Strategy

Forbidden Foods is serious about quality and passionate about innovation. We consume the products we make and we will continue to expand the range and aim to lead the category in premium innovations and premium margins.

COMPLETE

Stage 1

Product Pipeline

Building a robust pipeline of new SKU's that fits within the brands' vision, while providing premium margins to the business.

IN PROGRESS

Stage 2

Increase Transparency

Aim to showcase the Australian farms that provide the raw materials that go into our products and provide transparency to the consumer for each step in the supply chain.

IN PROGRESS

Stage 3

Expanding Baby Foods

With a new website & distribution partners, FUNCH will follow up with additional products that provide a leading edge over its competitors.

IN PROGRESS

Stage 4

Expand Plant-Based Offering

Sensory Mill will utilise its experience in plant-based ingredients to formulate innovative plant-based products including alternative meats.

forbidden FOODS

Highlight
STAGE 2

Paddock-To-Pouch Showcase

COVID-19 pandemic has resulted in more consumers wanting information about the origin of products and safe handling of products along the supply chain.

Forbidden Foods is working towards having a more transparent supply chain with its consumers. This will be achieved through showcasing the origin of ingredients through content creation on our website and also marketing materials.

FUNCH held a Paddock-To-Pouch showcase with a number of international guests, customers and influencers with the goal of increasing transparency. The day highlighted the Australian manufacturers, farms and ingredients that make up the FUNCH baby foods. The event was live-streamed to 40,000 viewers on the day promoted by David Gulasi (pictured bottom right) who is a leading influencer internationally.





forbidden FOODS

Our Path to $20m Revenue and Beyond

Our Starting Point

- 50+ Products in our range
- Access to 4500+ stores
- 5 Countries Serviced via B2B
- 2 Countries Serviced via B2C
- 1 Cross-Border E-commerce Store

Present > Future

- 100+ Products in our range
- Access to 10,000+ stores
- 7 Countries Serviced via B2B
- 4 Countries Serviced via B2C
- 4 Cross-Border E-commerce Stores

forbidden FOODS

forbidden FOODS

Thank You

www.forbiddenfoods.com.au

Melbourne

16/663 Victoria St, Abbotsford VIC 3067

