



# Investor Presentation

1 December 2021

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# Forbidden Foods

Creates healthy and nutritious products that engage, delight and inspire health-conscious consumers



Premium Australian food producer focused on global super-trends of health, baby and plant-based diets



Focus on using quality Australian ingredients and use local supplier partnerships to make healthy and nutritious food for millennials and young families



Local and sustainable ingredient sourcing and manufacturing philosophy



Strong focus on product and brand innovation to ensure we evolve with our millennial and young family demographic



Focus on E-commerce, Exports and modern retail methods to ensure premium margins for our premium products



Targeting growth into key international markets across Asia, US and UK

# Strong Macro Trends

Forbidden Foods is leveraged to the key **macro trends** of baby and plant-based foods



## Global Baby Food

### Macro Drivers

- Large Addressable Global Market (2020) ~US\$214 billion<sup>1</sup>
- Growing at 5.4% pa (vs total food market growing at 2% pa)<sup>1</sup>
- Increasing demand for natural and organic products
- New three-child policy in China expected to substantially grow addressable market size

### FFF Market Position

- All of our baby food products are natural & plant-based
- 100% Australian Ingredients and Manufacturing
- Product range suitable for babies through to toddlers
- FUNCH a next generation millennial focused baby/family brand



## Plant-Based Foods

### Macro Drivers

- Rapidly Growing Global Market (2019) ~US\$20 billion<sup>2</sup>
- Growing at 11% pa (vs total food market growing at 2% pa)<sup>3</sup>
- Approx. 10% of Australian's have a plant-based diet
- China encouraged 50% meat consumption reduction for entire population

### FFF Market Position

- 100% plant-based ranges
- Innovating within plant-based products (i.e. edible oils)
- Offers wider plant-based range online
- Upcoming entry into the plant-based protein and alternative meat space with a unique, health focused, industry first product range

# Our Brands

A leading portfolio of 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](http://www.funch.com.au)



## Healthy Snacking

**Blue Dinosaur**®

Blue Dinosaur provides a range of health snack bars and bites made from only the best ingredients.

[www.bluedinosaur.com.au](http://www.bluedinosaur.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](http://www.sensorymill.com.au)



# Plant-based Meats

Forbidden Foods is currently in the final stages of developing a unique market first, health orientated plant-based meat range of products, targeted for release in Q3 FY22.

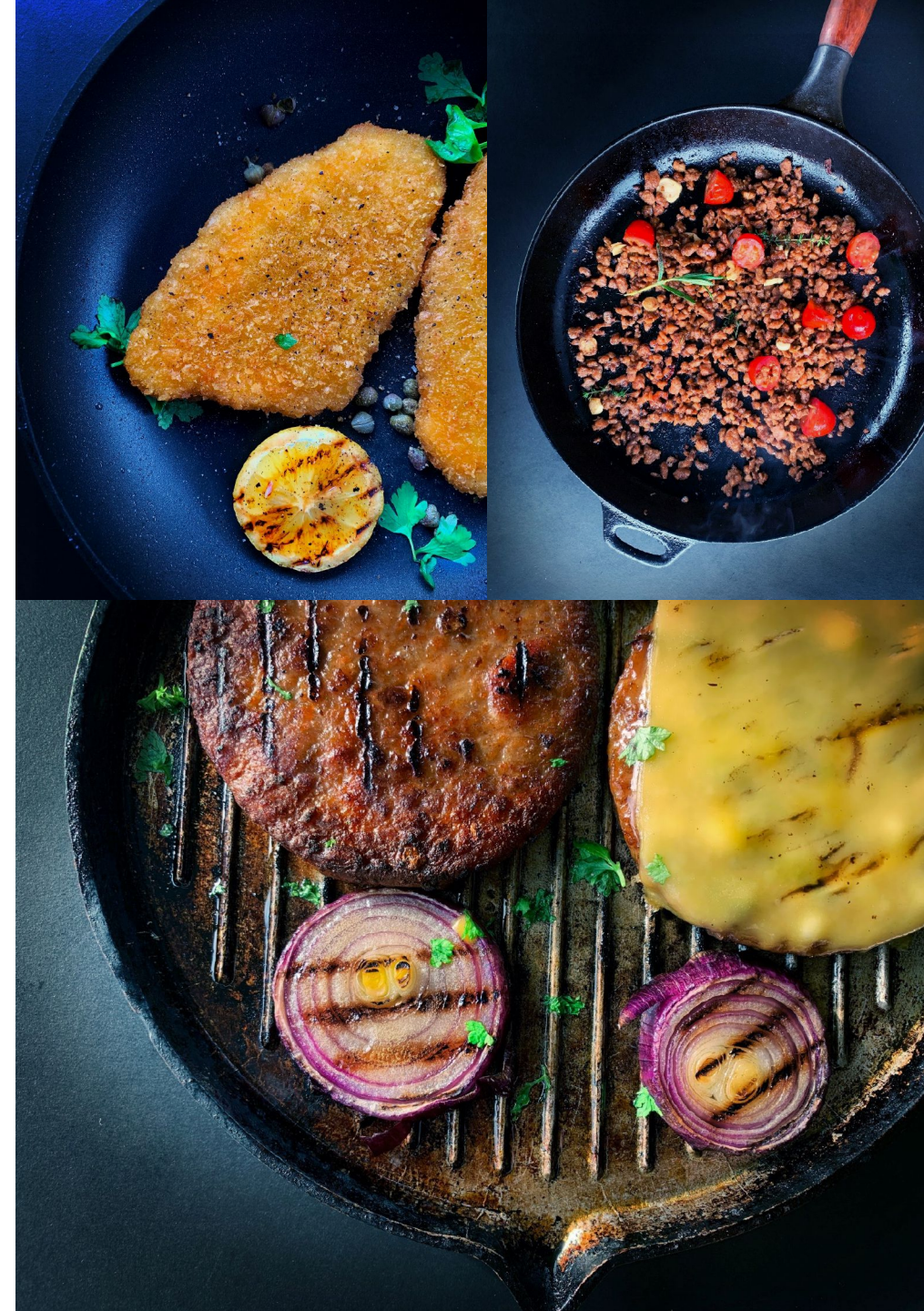
This range has been diligently formulated to cater for a variety of modern diets expected from millennial consumers such as nutrient density, low sugar, low salt, and non-allergen requirements.

The company aims to distribute this straightaway through its existing sales channels and for immediate export.

Accompanying the release of these products is an exciting brand refresh of Sensory Mill to ensure it continually evolves to establish itself as one of the key next generation plant-based and healthy meat alternative brands in the international market.

Health is the #1 reason Australians choose to eat less meat, closely followed by a four-way tie: the environment, animal welfare, cost and increasing variety of plant-based options available.

*Food Frontier, Hungry for Plant-Based: Australian Consumer Insights, October 2019*



# Blue Dinosaur acquisition

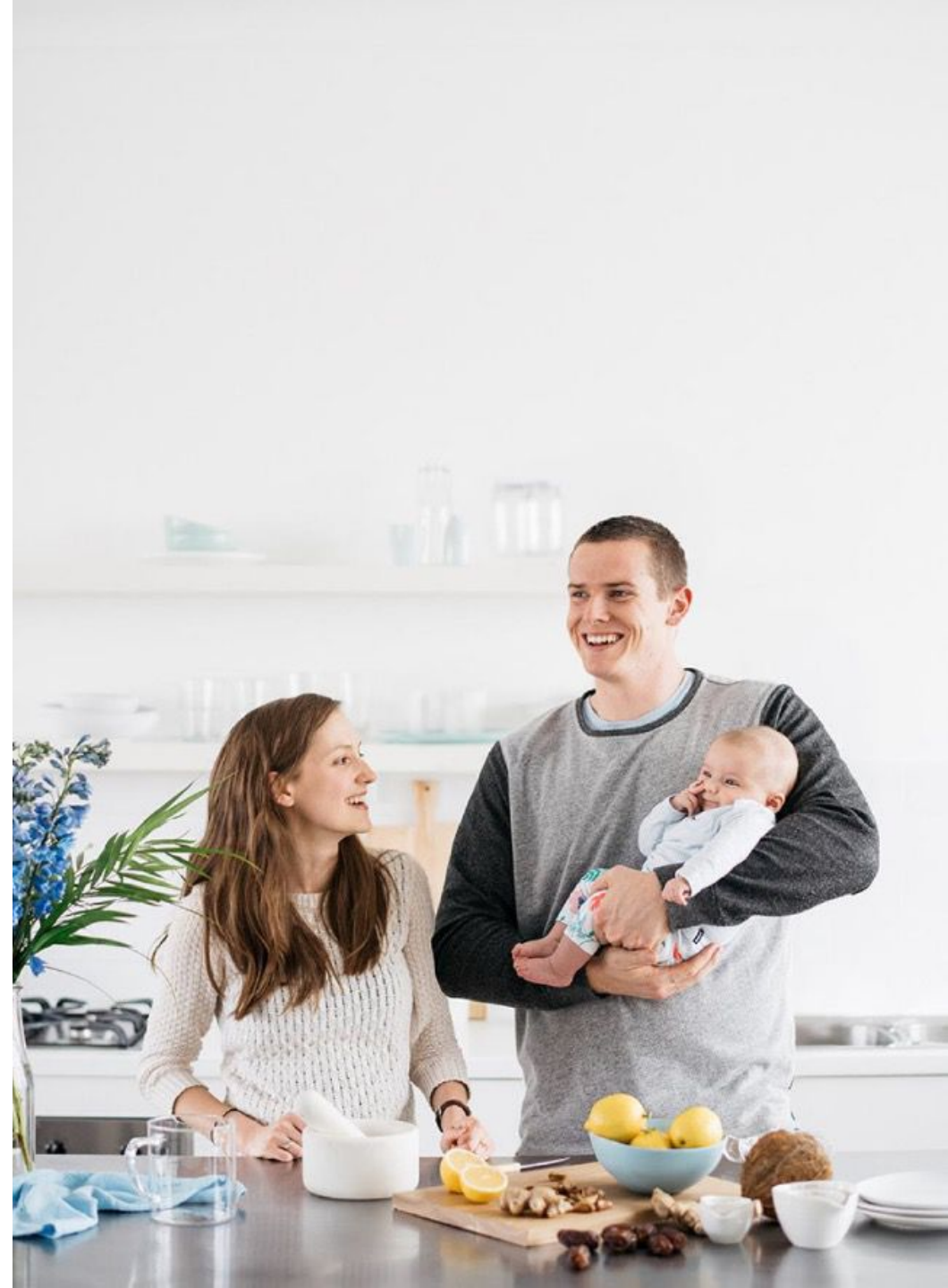
Blue Dinosaur is a highly complementary business, strongly aligned to the strategic drivers of Forbidden Foods

Blue Dinosaur Pty Ltd was founded in 2011 by Michael and Tina Watts-Seale, with the intention of building a brand that is the 'Red Bull' of the health food industry, changing the status quo by making healthy snack food appealing to millennials.

Together the Founders have successfully established an engaging health focused bar and snacking company which resonates strongly amongst the active and health-conscious millennial demographic.

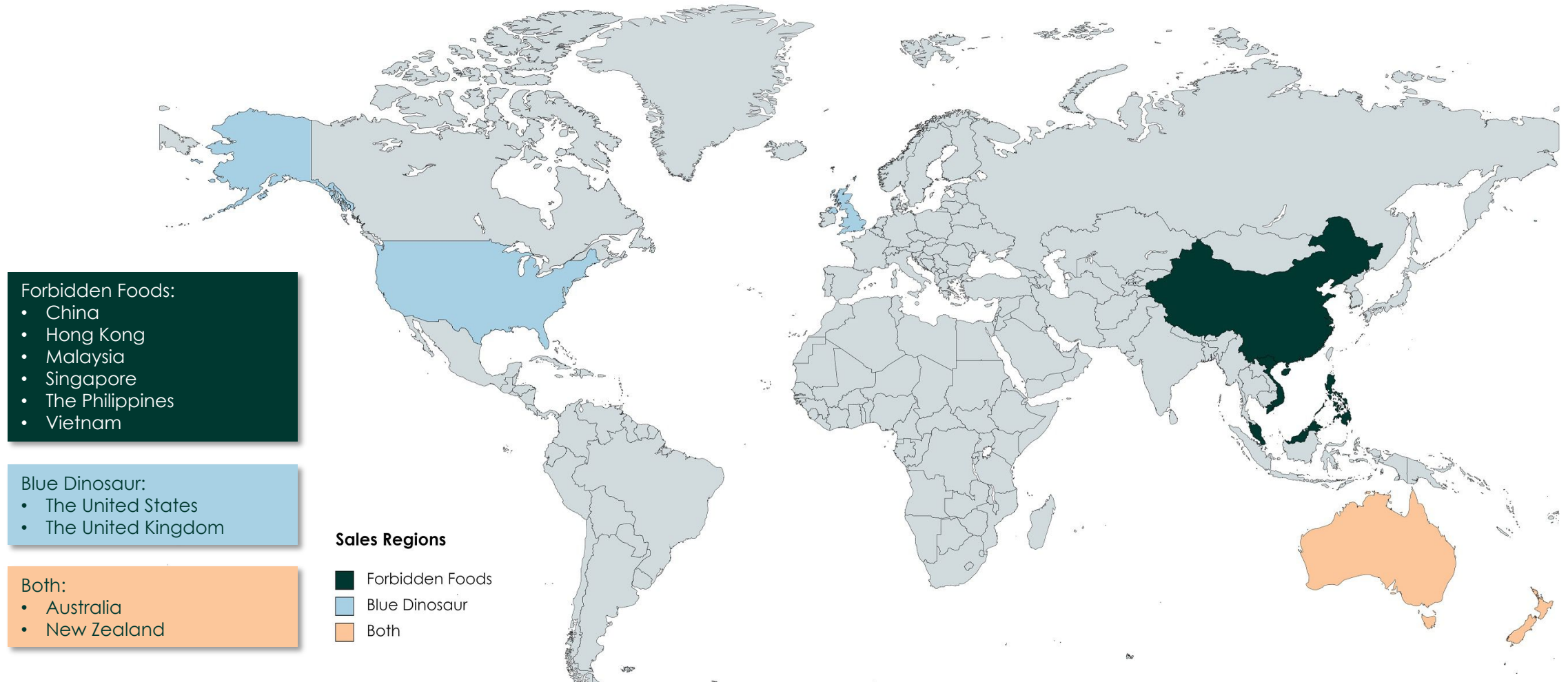
BD produces plant-based, handmade and hand-baked products using only wholefood ingredients, avoiding using anything artificial or any preservatives, which has resonated strongly with their target customer audience.

BD has established a diversified national distribution footprint into major and independent sales channels with over 8,000+ outlets and exports to eight international markets.



# Global footprint

Blue Dinosaur also exports **internationally** to New Zealand, the United Kingdom and the United States. Blue Dinosaur also has registered trademarks in these markets and others across Europe and Asia, FFF also has trademarks in these jurisdictions, creating opportunities for further expansion through the same distribution channels.



## Financials and Outlook

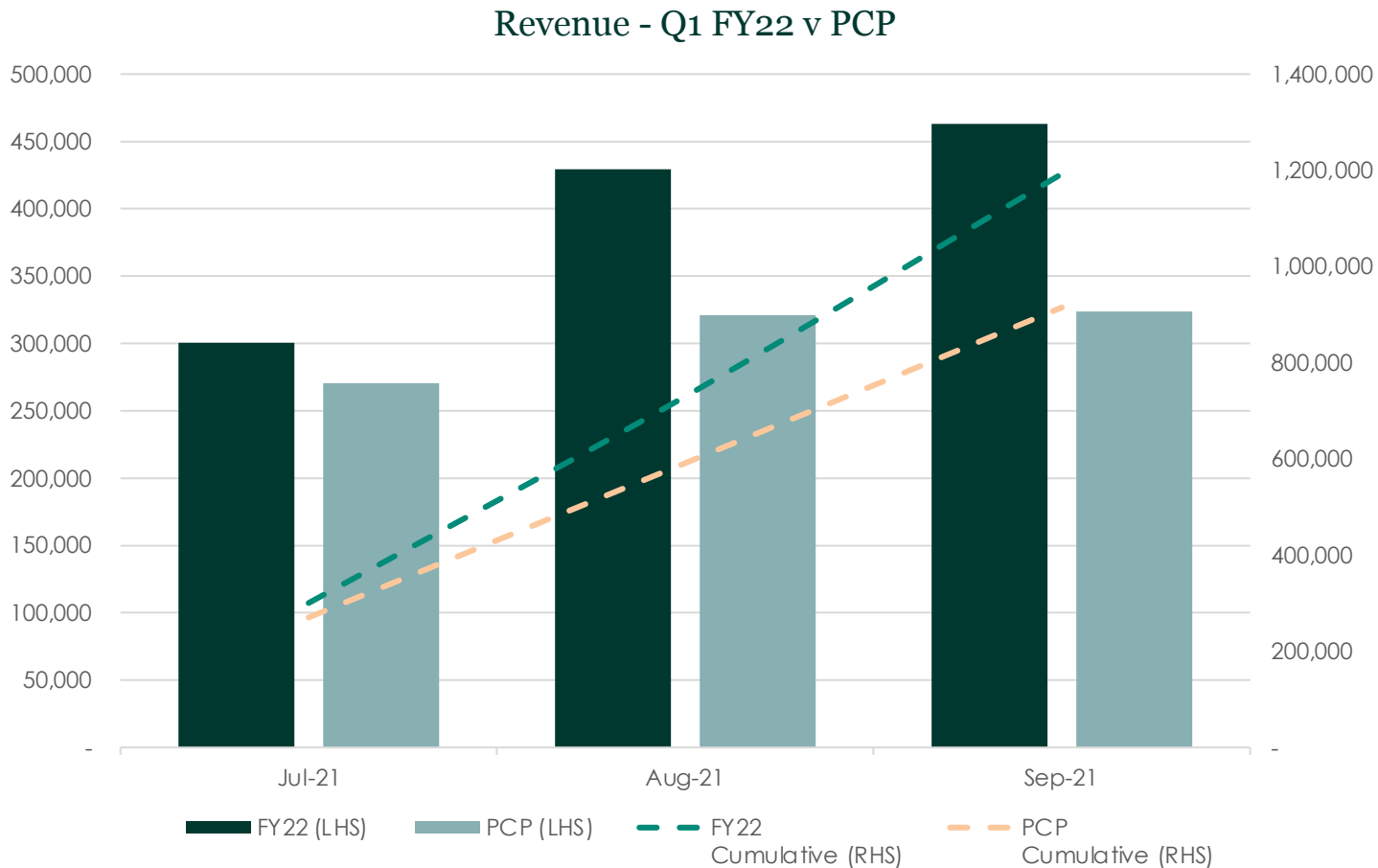


# Trading Update – Q1 FY22

## Strong start to FY22

Forbidden Foods is pleased with the results for Q1 FY22 with revenue up 30.4% pcp to \$1.19m, with each month consistently outperforming the prior comparable period. This revenue also doesn't include Blue Dinosaur which was incorporated from 1<sup>st</sup> October 2021 in Q2.

The Company's ability to move quickly during FY21 to establish strong relationships with retail, export and E-commerce customers has been a key success factor in achieving strong revenue growth in Q1 FY22 in comparison to Q1 FY21.



# Delivering growth to drive returns



## Product range

Build a robust pipeline of new SKU's that fits within the brands' vision

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## Plant Based Offering

Formulate innovative plant-based products including alternative meats

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## Continue e-commerce momentum

Enhance fulfillment capabilities, drive social credibility and increase basket size of our customers

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## Own our customer

Understand our customer so we can offer a rich brand experience and drive loyalty

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## Store rollout

Drive product and brand credibility by secured local ranging into 1000+ stores, including pharmacies and baby stores

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## Upside in Asia, US and UK

Expand our rollout into China, South-East Asia, US and UK with key relationships and partners

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## Drive our margin

Maintain our product margin via growing online sales, unique new product ranges and acquisitions

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## Deliver shareholder returns

Reinvest in product development to drive the growth and recognition of our brands in the rapidly growing health, baby food and plant-based sectors

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