

forbiððen[®]

• FOODS •

Annual General Meeting

(ASX: FFF)

29 November 2022

Feeding the world with the world's best

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Company overview

Forbidden Foods Limited encompasses a portfolio of engaging food and snack brands offering premium products to health-conscious consumers.

The company has focused on enabling them to scale its brands to scale production, distribution and sales whilst striving to offer innovative products which can be sustainable procured, efficiently manufactured, and supplied to a global customer base.

CORPORATE OVERVIEW

Shares on issue:	103.40m
Market capitalisation (as at \$0.050 per share):	\$5.17m
Options on issue:	4.75m
52 week high-low:	\$0.033 - \$0.220
Debt:	Nil
Cash at bank (as at 30 September 2022):	\$0.96m

A SUITE OF LEADING BRANDS



MAJOR SHAREHOLDERS

MKB Family Investments Pty Ltd	9.58%
Milani Family Investments Pty Ltd	9.12%
Tuwhera Te Rangi Ltd	6.65%
Mr Mark Butler & Mrs Lynda Rae Butler	4.83%
Top 20:	56.22%
Board & Management	18.93%

Board and Management



Anthony Rowlinson

Non-Executive Chair

Anthony has extensive international experience in senior executive roles in many leading FMCG companies including Simplot, Coca Cola, International Paper and Bristol Myers.

Anthony is currently the CEO of Fenn Foods and is the Managing Director of a consulting group specialising in M&A and launching Australian brands into the United States.



Justin O'Sullivan

Non-Executive Director

Justin is an experienced international FMCG business manager with a demonstrated history of developing sophisticated sales and marketing strategies.

Justin is currently Head of Operations and a member of the Australian leadership team at Red Bull Australia.



Katie Eshuys

Non-Executive Director

Katie is an experienced executive in the global food and beverage industry, specialising in scaling emerging brands and delivering global revenue growth.

Katie is currently the Chief Sales Officer at Los Angeles based That's It., Katie has expanded the brand across 7 countries and driven high revenue growth across the North American market.



Marcus Brown

Chief Executive Officer

Marcus co-founded Forbidden Foods in 2010 with Jarrod. Marcus previously worked at AON in the corporate risk management and international captive insurance teams at AON.

During his time as CEO, Marcus has developed a broad network of reliable supply chain partners and is responsible for ensuring the Company continues to meet its key strategic and growth objectives.



Jarrod Milani

Chief Operating Officer

Jarrod co-founded Forbidden Foods in 2010 with Marcus. Prior to co-founding Forbidden Foods, Jarrod worked at Coles in various marketing-related roles including trade planning, growth projects, eCommerce, and supplier engagement.

Jarrod plays a vital role in the development of brand proposition, strategy, and product ranges.



Sam Fraser

Chief Financial Officer

Sam joined Forbidden Foods as CFO in October 2020 after assisting with the Company's successful listing on the ASX.

Sam is a Chartered Accountant with extensive experienced advising a diverse range of emerging and established businesses whilst managing the financial and management reporting for several multinational listed companies.

Leading suite of brands underpins growth



- A healthy bar and snacking brand acquired in October 2021
- Range currently totals 31 SKUs
- Generating revenue through bricks and mortar and eCommerce sales
- Currently stocked in major Australian retail outlets including Coles, Woolworths and 7/11
- Major push into lucrative US market pending - first production run completed
- US distribution agreement established with KeHE and ranging secured in Associated, ShopRite and Fresh Thyme Markets - expected to range across 875 stores

- A range of family food products made from clean ingredients
- 20 SKUs including snack bars, children's shakes, baby puree and edible oils
- Aimed at busy families seeking high nutritional value for children with added convenience
- Currently sold through independent supermarkets and eCommerce channels locally and internationally
- Ongoing collaborations with partner groups to develop new, innovative products
- Major retail focus for 2023 - expected to underpin additional group revenue growth

- An innovative plant-based food range providing access to a major market opportunity
- Ingredients are driven by evidence-based science to increase nutritional value
- Other competitive advantages include not using common allergens such as wheat and soy
- eCommerce channels launched in Q4 FY22 to underpin revenue growth and increase brand awareness
- 4 SKUs include a chicken, pork and beef substitute and a burger mix offering
- Ranging discussions with key retail groups are well progressed

Blue Dinosaur unlocks a major US opportunity



Penetration in high growth market

Opportunity to take an established brand with a proven track record to capture a share of the projected US\$3.8Bn wellness bar market.¹

- US Wellness Bar Category sales up 13.9% year on year¹
- Wellness bars are penetrating 43% of US households and growing¹
- Wellness bar category has grown +5.9% to 54.5m buyers¹
- USA has 28x more supermarkets and grocery stores than Australia²

Unique competitive position with scalable business model

Sales networks and local manufacturing capabilities have already been established to minimise working capital and increase speed to market.

Imminent value catalysts

Significant pipeline sales opportunities already identified in US which will materially grow revenue – opportunities being pursued across traditional retail and eCommerce channels

Highly experienced board and management team

Renewed board with experience scaling global brands and penetrating US market.

1. SPINS Wellness Bar Category - Total US Outlets ending 4th of September, 2022

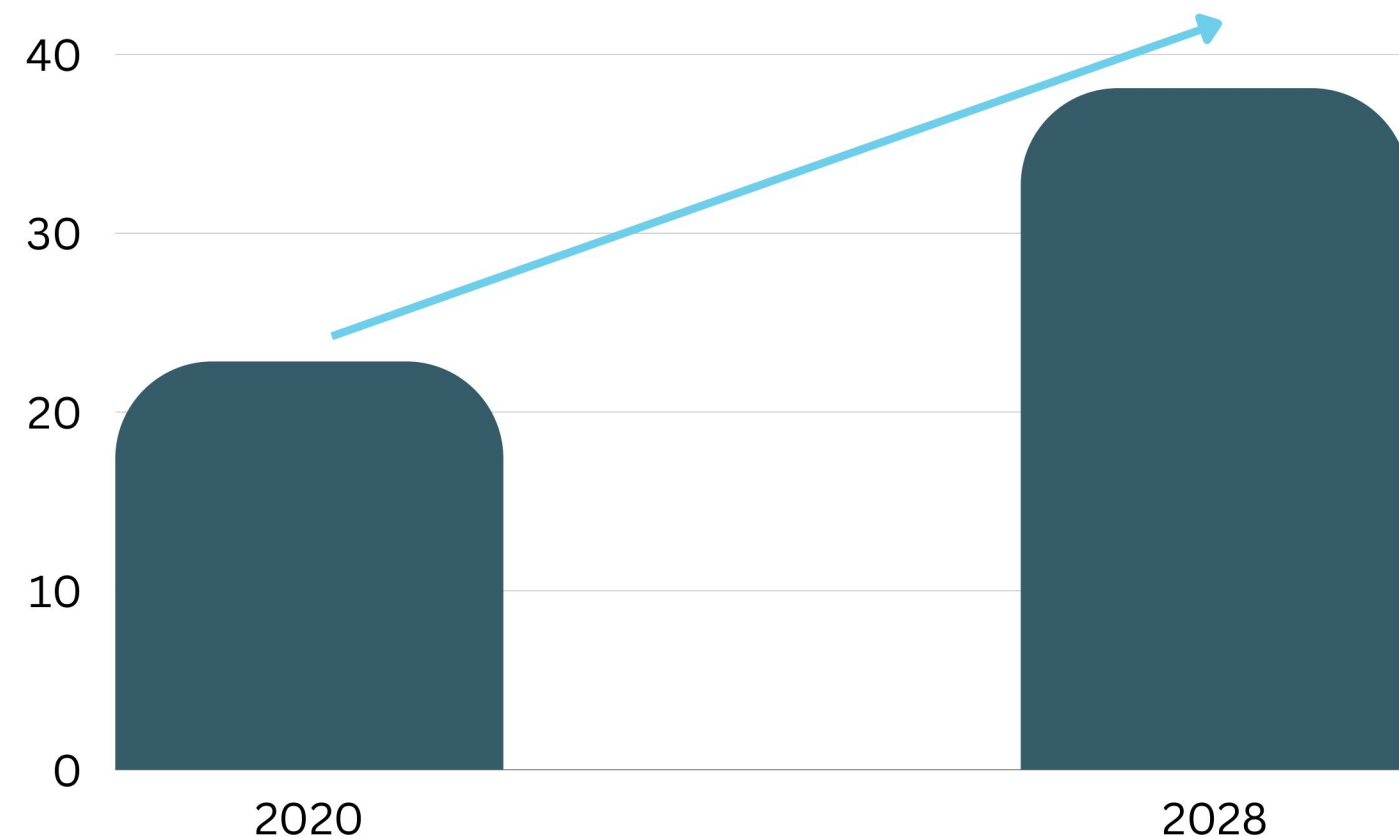
2. IBIS 2022 - Supermarkets & Grocery Stores

Leveraging Blue Dinosaur to tap a major market



The Market:

The global snack bar market size was valued at US\$22.8Bn in 2020 and is projected to reach US\$38.1Bn by 2028, growing at a CAGR of 6.62% from 2021 to 2028.



Recent transactions:

On 1 August 2022, Mondelez International completed its acquisition of Clif Bar & Co. for **US\$2.9Bn (~4x Revenue)**. The acquisition is expected to grow Mondelez's snack bar business from approximately US\$300m in sales to in excess of US\$1Bn in revenues.

Mondelez
International



In October 2017, Kellogg acquired RXBar for **US\$600m (~5x Revenue)** less than five years after the company was started. RXBar's net sales were expected to reach about US\$120m by the end of 2017.

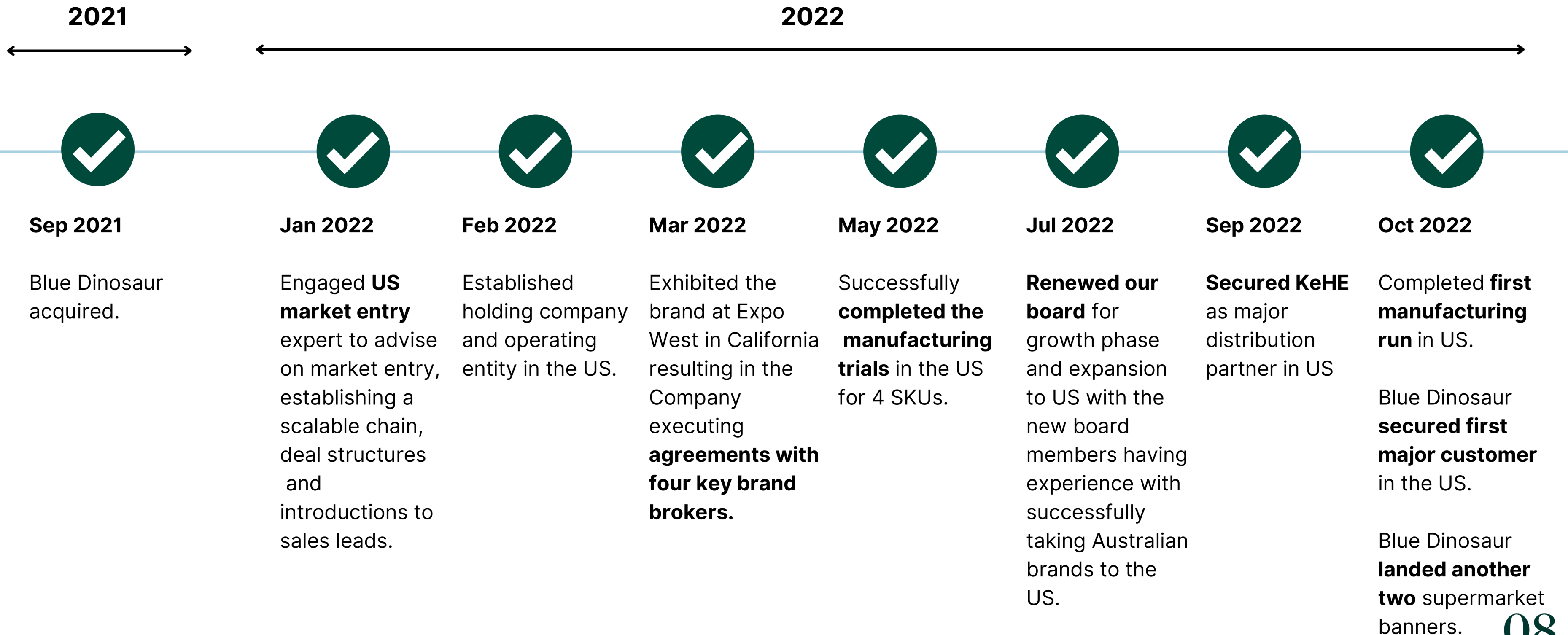
Kellogg's



Significant progress made in US expansion



- Forbidden Foods has made considerable in-roads into the lucrative North American market in recent months
- Multiple purchase orders from key retailers are expected to be received in coming weeks



Leveraging an immediate US sales pipeline



- After showcasing the brand at multiple trade shows, the company has rapidly built out a major retail sales pipeline in the US
- Ranging secured with three large US retails and distribution established via KeHE – first purchase orders pending
- Immediate sales pipeline includes ~10% of all US supermarkets and grocery stores, with other opportunities to be established over the medium term

	Upcoming submission (within 3 months)	Submission Made	In discussion	Ranging Agreed
Customer	  	  		  

The US value chain



Forbidden Foods has established a capital light, scalable business model.

Inbound logistics

FFF handles the design, procurement and supply of all packaging and cartons.

All raw materials will be initially sourced by the contract manufacturer, with FFF retaining the right to source inputs directly.

Operations

The Company has established local manufacturing capabilities in the US through a contract manufacturer.

This is vital as it reduces the working capital requirements, allows speed to market, and provides a natural hedge to FX exposure.

Outbound logistics

FFF has established a 3PL with US-wide capabilities to service B2B customers.

The Company has also established a D2C fulfilment solution to handle direct eCommerce sales.

Marketing & Sales

Initial marketing efforts will focus on in-store activations including sampling campaigns to get the products into consumers hands.

Our brand brokers and National Sales Director based in Chicago are responsible for deal structure and pricing.

Service

Our operations team in Melbourne will handle customer service along with providing support activities to our sales team in the US including account management where appropriate.

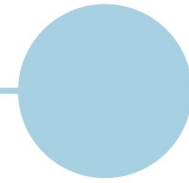
Multiple pending value catalysts in US



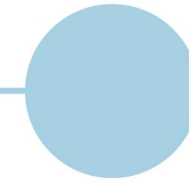
Amazon USA store now live with fulfilment to be handled directly by Amazon



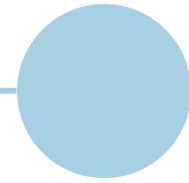
First purchase order received by Distributor



Multiple submissions have been completed which could materially increase revenue if successful



Ongoing customer submissions to be completed with national retail chains



Additional resources to be allocated to develop US market



Financial performance

Forbidden Foods has invested significantly across our three brands since IPO, successfully penetrating new markets and expanding the product offering.

The Company continues to invest in its brands, systems and processes to ensure scalability.

Non-core revenue from food service agreements to be exited in FY23, forecasted be replaced by higher margin branded revenue.



A defined growth strategy will unlock major value in near term

1

FOCUS ON DRIVING HERO PRODUCTS

- Ensure consistent ranging of hero products
- Drive volume of best performing SKUs to maintain and further improve margins
- Tighten the range of lower performing SKUs

2

ACCELERATE GROWTH + PENETRATE NEW MARKETS

- Targeted investment in the brand and ambassadors
- Expand global sales reach through new and existing channels
- Leverage entrenched relationships with our partners

3

DRIVE EFFICIENCIES THROUGH SCALE + EXPAND PRODUCT OFFERING

- Centralise back-office support
- Focus on procurement and locally sourcing and manufacturing products
- Continual innovation in product development cycle

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Appendix 1



Blue Dinosaur®



“ We are on a journey towards better and it’s our mission to become the rule, not the exception in what convenient healthy snacks can and should be.

Jarrad Howse, Blue Dinosaur Brand Manager



Brand origin

Blue Dinosaur was founded in 2011 in response to a lack of high-quality options in the healthy snacking space with the intention of becoming the Red Bull of the health food industry, to make snack food cool and appealing to millennials.

The Mission

To create a bar of such a high level of purity and quality consumers could have access to a snack food product which would be on par with, or better than, what they could make at home.

Blue Dinosaur changed the standard by which snack food could be measured and competitors have been trying to catch up ever since.

Target audience

The Blue Dinosaur consumers live a balanced, active and healthy lifestyle.

Aged mostly 18-34, they believe that to be your best you need to eat your best. They are opinion leaders amongst their friends, socially savvy, educated and striving to be the best versions of themselves.

While there are many options filling the "better for you" space, increased education, scrutiny of ingredients, and the network effect are leading young, influential, connected, ultra-healthy consumers to Blue Dinosaur.



Product portfolio



**Peanut Butter
Protein Bars**

3 x SKUs



**Snack
Bars**

11 x SKUs



**Bites
Range**

4 x SKUs



**Protein
Bars**

6 x SKUs



**Energy
Bars**

3 x SKUs

Appendix 2

FUNCH[®]

“

Making mealtimes fun and knowing we are all getting the nutrition we need is a huge task, as a parent. With so much to juggle in life, FUNCH cuts us some slack and gives us more time to spend together

Lisa Bourne, FUNCH Founder



Brand origin

FUNCH was founded in Melbourne to help consumers discover, choose and enjoy the right foods - for richer, more satisfying lives.

Our promise to parents

The products we make will help your family love, enjoy and discover food, and empower everyone to feel satisfied what their family is eating is good for them and good for the world they will inherit.

Target audience

FUNCH provides a range of products suited for the whole family!

We put our best into creating our products to get the most out of them to provide fuel to make an impact on the world.

In a world where our busy lives and intrusive technology can keep us apart, FUNCH breaks down the barriers to bring us together. Whether it's creating, serving or eating food, we believe it's always better when the moment is shared.

Product portfolio



Kids Snack Bars

2 x SKUs



Kids Shakes

3 x SKUs



Baby Puree

6 x SKUs



Edible Oils

2 x SKUs

Appendix 3

sensorymill*

“

For the food enthusiast -
placing innovation and
the creation of non-
traditional products at
the forefront.



Brand origin

Sensory Mill encourages good health and well-being by offering high nutrition plant-based alternatives for healthier living.

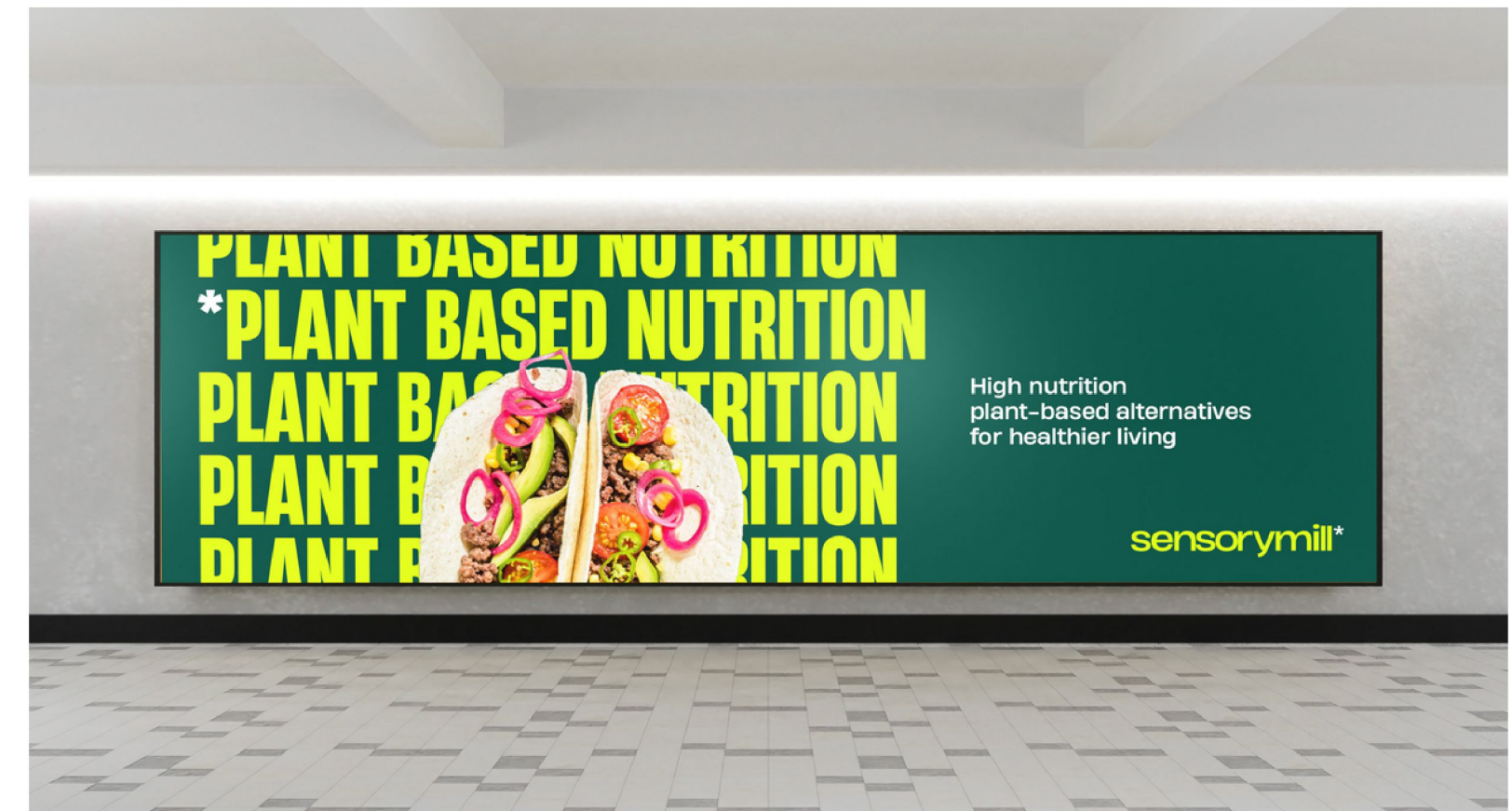
We challenge and excite the healthy lifestyle and food enthusiast by selecting ingredients that are driven by evidence-based science.

Core values

- Innovation
- Uniquely distinctive
- Non traditional
- Scientific edge
- Health Focused

Target audience

We defined our core audience as women who live active lifestyles and who actively pursue new way to improve their health.



Product portfolio



The current product range consists of functional plant-based meats. The product development plan is to diversify away from solely plant-based meats to other complimentary health focused products

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