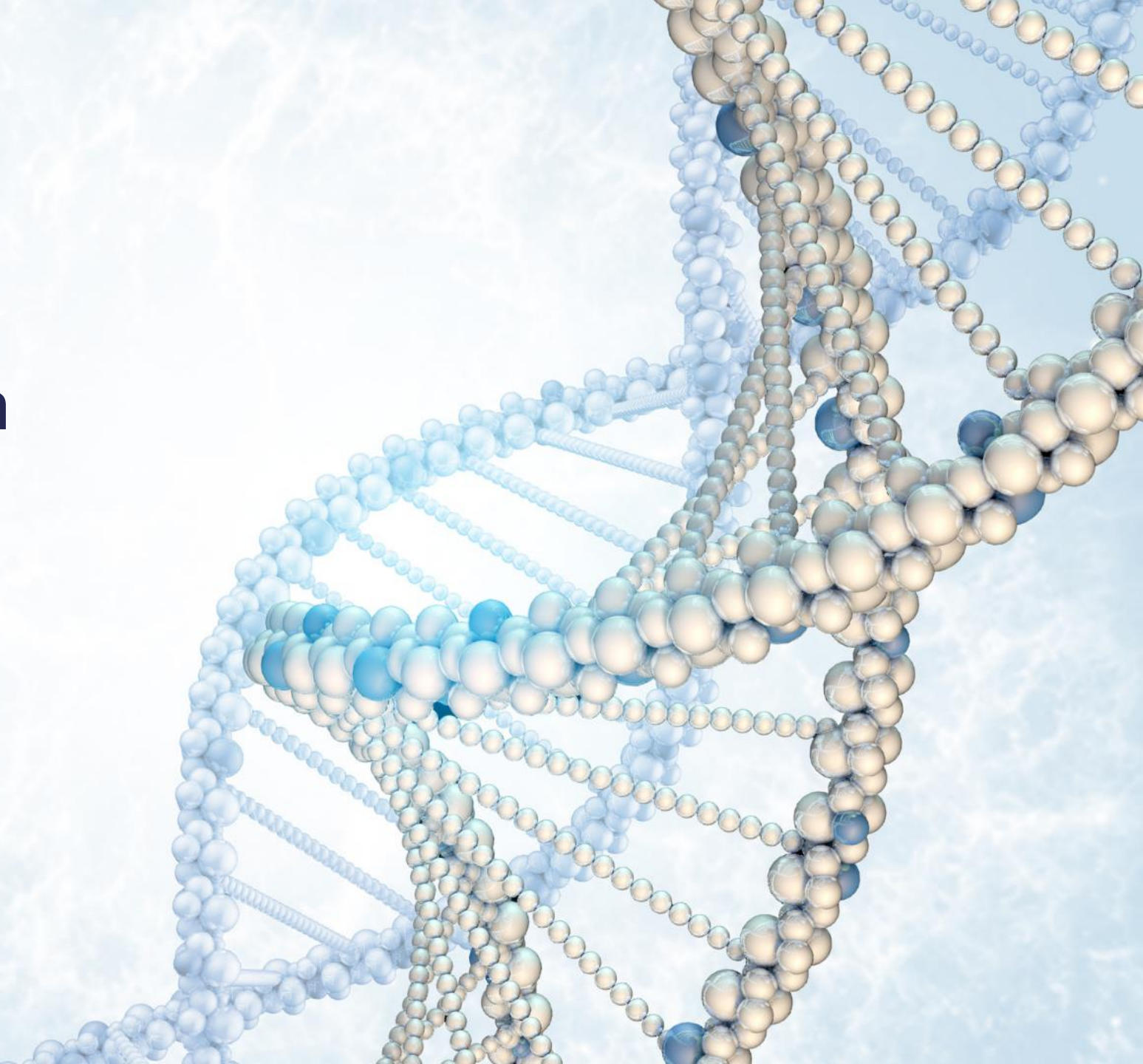


# Investor Presentation

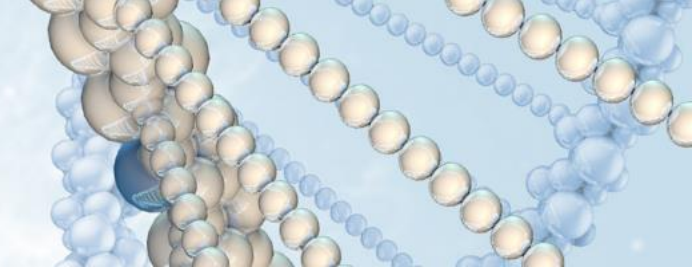
November 2021

**HOLISTA  
COLLTECH**



# Company Overview (ASX: HCT)

## World-leading technologies & global reach



Holista Colltech is an emerging Australian developer of unique health and wellness products in the US\$4.5 trillion Global Health and Wellness Industry (see Note 1)

Note 1 : <https://globalwellnessinstitute.org/press-room/statistics-and-facts/>

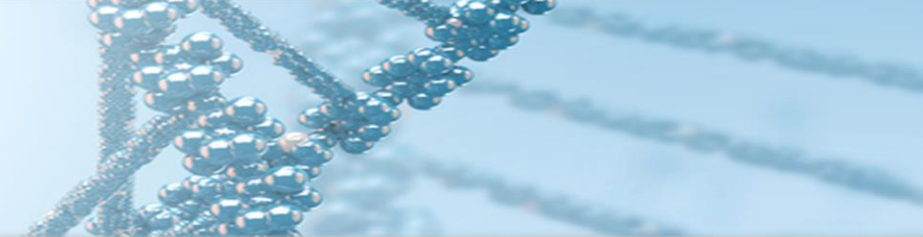
Key Market Stats*	
Market Cap	\$14.9m
52-week Trading Range	4.8¢ - 9.3¢
Average Daily Vol.	259,470
No. of Shares on Issue	275.4m
Top 20 Shareholders	68%

\*As of 10/11/21

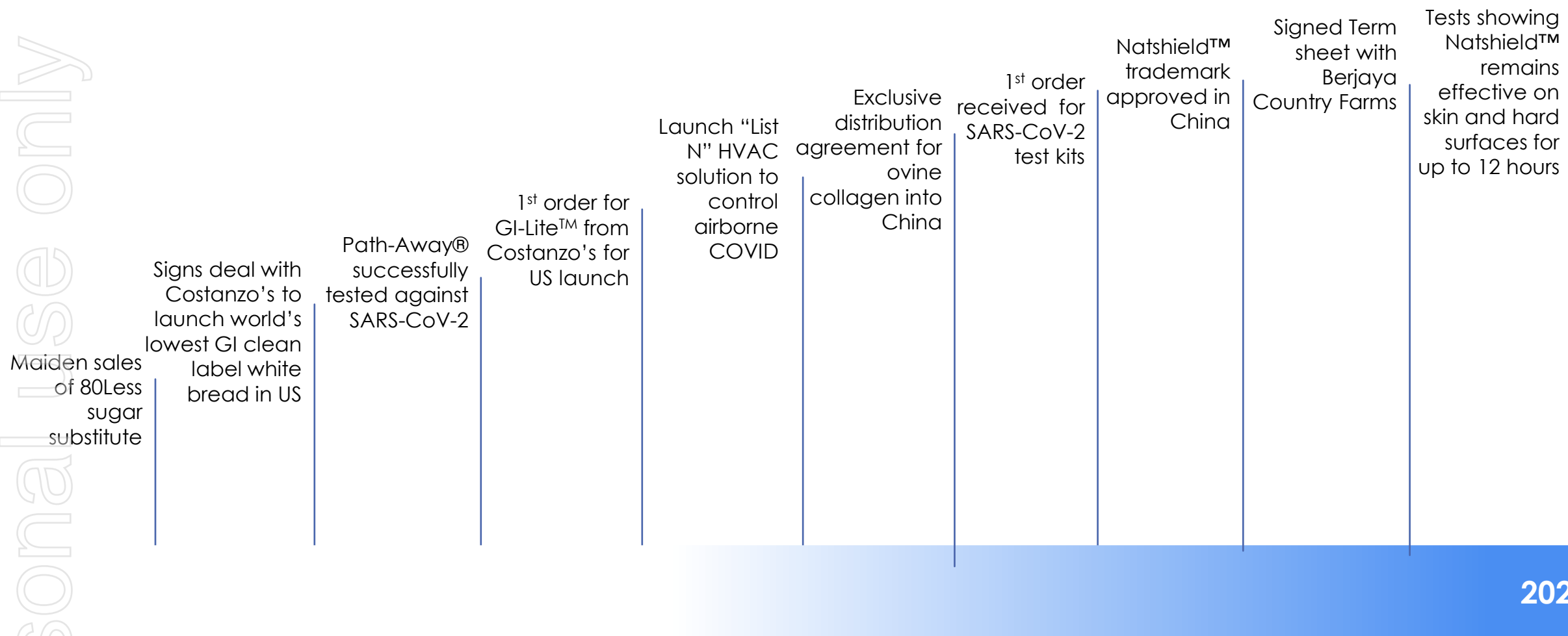
- Successfully commercialised portfolio of patent-protected/proprietary technologies
- Established track record with ~\$7m in annual sales
- Key products include low-GI food ingredients used by leading food manufacturers, all-natural sanitisers for consumer and industrial applications, market leading dietary supplements and disease-free ovine Collagen.

# Year of Achievements

## Foundations for a stronger FY22



ersonal use only





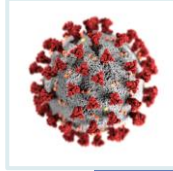
# Business Divisions

## Growth engines



### Healthy Food Ingredients

- Fastest growing division
- Momentum expected to continue
- GI Lite™ for healthier breads, tortilla, etc
- 80Less™ sugar substitute, tapping on increasing awareness danger of sugar



### Infection Control Solutions

- Newest business (FY20 1<sup>st</sup> year contribution)
- Strong multi-year growth potential
- Patented all-natural sanitisers
- Unique delivery via HVAC systems via patented M3® technology
- Patented nasal balm formulation



### Dietary Supplements

- Largest sales/profit contributor
- Recovering strongly from COVID-19 impact
- Market leading vitamin brand in Malaysia



### Ovine Collagen

- 1<sup>st</sup> to produce ovine collagen from Australian Sheep
- Patented processes
- Australian collagen highly sort after due to disease-free status
- Product sold to cosmetics manufacturers

# Food Ingredients

## Developments & update



*Muffins, white breads and pasta made with GI Lite™ scored a GI reading of 48, 46 and 38 respectively*

Sales increased by 45% Q3 2021 v Q3 2020, driven by GI Lite™ and 80Less™

Growth driven by Costanzo's orders despite pandemic in USA

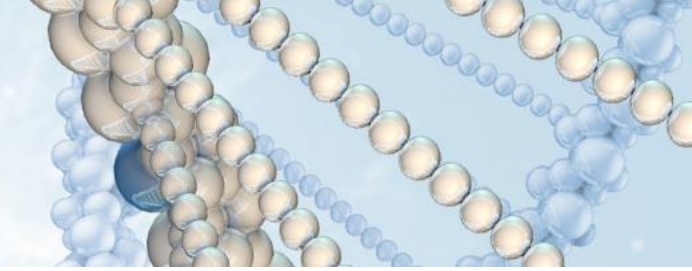
Stronger growth expected with Costanzo's official launch in December 2021

Partnership with Berjaya's Country Farms opens opportunities into several leading franchises in Malaysia (e.g. Starbucks, Kenny Rogers and 7-Eleven)



# Infection Control

## Developments & update



Natshield™ received Trademark approval for sales in China

Persistence tests proof Natshield™ lasts up to 12 hours on skin and hard surface

Launching world's first Nasal Protecting Balm active for 12 hours in Q4 2021 in Malaysia, US and South America

Securing test kit opportunities in the US, South America and UK (pending regulatory approvals)

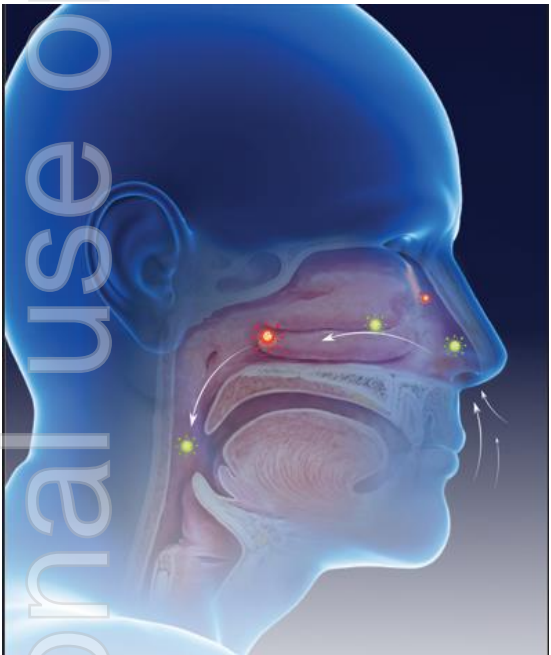
**NatShield™**  
The Natural Sanitizer

**HOLISTA  
COLLTECH**

# Infection Control

## Natshield™ Nasal Protecting Balm

**NEW**  
*Launch!*



Persistence tests prove Natshield™ lasts up to 12 hours on skin and hard surface by SGS and Chemlab in Malaysia

Nasal protecting balm formulated to be PH 5.5 which prevents pathogen growth on skins\*

Contains 5% Path-Away® / Protectene™ that has been proven to kill SARS-CoV-2 99.9% within 2 minutes

Launch in North America by Igalen in Q4  
Pending registration in Latin American countries starting with Columbia

\* Source : <https://www.usgs.gov/media/images/ph-describes-acidity-aqueous-liquid>

**NatShield™**  
The Natural Sanitizer

**HOLISTA  
COLLTECH**



# Dietary Supplements

## Developments & update



**PRISTIN®**  
**RM 1,000,000**  
Toxin-Free Guarantee



**PRISTIN®**  
Toxin-Free Fish Oil

**nielsen**  
Retail Audit by The Nielsen Company



Double digit growth in Sales Q3 2021 v Q3 2020

Growth driven by rebound from COVID and launch of new supplement (Hydro D – water soluble Vitamin D)

“Cash Cow” business that contributed ~70% of 2021 Group revenue with market leading products

Global Supplement market growing at 8.6% CAGR\* from 2021-2028\*

\* Source: <https://www.grandviewresearch.com/industry-analysis/dietary-supplements-market>



# Ovine Collagen

## Developments & update

**Guangzhou Sinbio Cosmetic Co Ltd** is a Chinese state-owned enterprise that exclusively represents leading cosmetic brands like Ceeture, Estee Lauder and SK-II China. Guangzhou Sinbio sells cosmetics via a network of 45,000 direct-owned stores.



World's 1<sup>st</sup> and only company to extract ovine collagen from Australian sheep

Production facility in Collie, Western Australia using patented technology to produce premium grade ovine collagen

Guangzhou Sinbio to purchase most of Holista's annual productions upon successful conclusion of trials

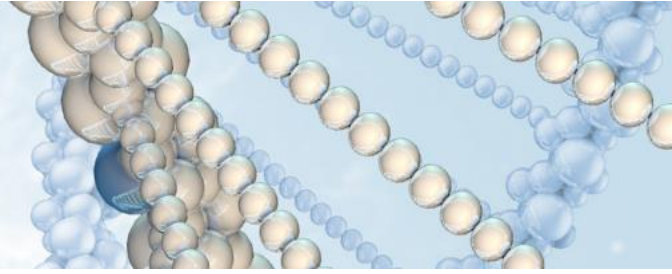
Binding sales agreement to see Holista expand plant capacity over the next four years



**HOLISTA  
COLLTECH**

# Unlocking Value for Ovine Collagen

## Significant growth options



### Grow

Establish **world leading collagen offering** through Guangzhou Sinbio opportunity and existing customer relationships



### Partner

To consider developing food-grade collagen in future

### Upgrade

Produce medical-grade collagen to capitalise on large new markets

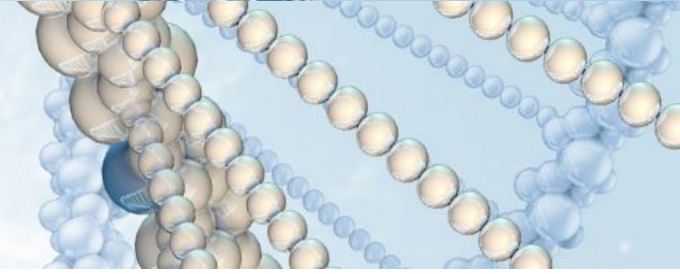
# Outlook

Roadmap to growth



# Positive Outlook

## Improved 2022 results expected



### Healthy Food

- Improved demand for GI-Lite™ and 80Less™
- Growing consumer focus on healthier foods to drive growth
- Trials with Berjaya's Country Farms ongoing
- Costanzo's launching big promotional campaign in US for GI Lite™ bread

### Infection Control

- Sales of Natshield™ sanitisers expected to continue to grow
- New product launches and potential expansion into China to fuel next phase of growth
- Successful persistence testing will bolster demand for Natshield™

### Dietary Supplements

- Sales up double-digit & further growth expected in 2022
- New products contributing to growth
- Will remain a significant cash generator for Holista

### Ovine Collagen

- Potentially a transformative deal with China
- Major plant expansion when agreement becomes binding
- Capex fully funded from customer deposits, grants and internal resources

- ✓ **Multiple Growth Levers:** Several significant growth opportunities that can lead to a significant step-change in earnings over short- to medium-term
- ✓ **Improved Outlook:** Trading conditions in 2021 show marked improvement over previous year
- ✓ **Expanding Margins:** Profit margins expected to improve on 2021 due to cost optimisation and organic growth
- ✓ **Positive Tailwinds:** Global trends supportive of further growth over medium- to longer-term for all divisions

# Investment Proposition

Well-positioned for growth



Multiple growth avenues with defensive revenue streams



Global reach with proven products sold around the world



Large addressable and growing markets in health/wellness



Positive outlook with further growth momentum expected



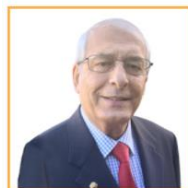
Improved results expected and ready for 2022 prospects

# Board of Directors & Advisors

## Expertise to lead the group forward



**Rajen Manicka**  
Executive Chairman  
MD & CEO



**Walter Joseph**  
Non-Executive Director



**Loren King**  
Non-Executive Director



**Jay Stephenson**  
Company Secretary



**Arthur Martin**  
Advisor



**Roscoe Moore**  
Advisor

Dr Rajen 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.

Successful track record working in senior management and consulting positions over the past five decades at several leading organizations, including the National Australia Bank, Wesfarmers-Bunnings, P&O Ports, Water Corporation of Western Australia (WA) and the WA Department of Commerce and Trade.

Mrs Loren King has worked in corporate finance and senior administration roles with ASX listed companies, stockbroking and corporate advisory services for the past 15 years. Mrs King has a Bachelor of Psychology, is a Fellow Member of the Governance Institute of Australia holding a Graduate Diploma of Applied Corporate Governance and has a Certificate IV in Financial Services (Bookkeeping).

Mr Stephenson has been 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. He has been involved in business acquisitions, mergers, initial public offerings, capital raisings, business restructuring as well as managing all areas of finance for companies.

Founder and President of GICC. Dr Martin invented PathAway® and has conducted over 4,000 assessments for chemical, biological, bacterial and viral contamination. He pioneered the concept of "Prophylactic Air Management for Pathogen Control" and has an extensive list of publications and peer-reviewed awards.

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).



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