

Technology Enabler Transforming Live Seafood Logistics

March 2014

## "Archaic, unsophisticated and inefficient"



# Unique water filtration technology will transform the industry



Optimum
Live Storage
Conditions



Efficient Shipping Practices



**D** 

Accurate Pricing Data





Direct access to emerging North Asian markets



Reliable Mortality Counts





**Higher Prices** 

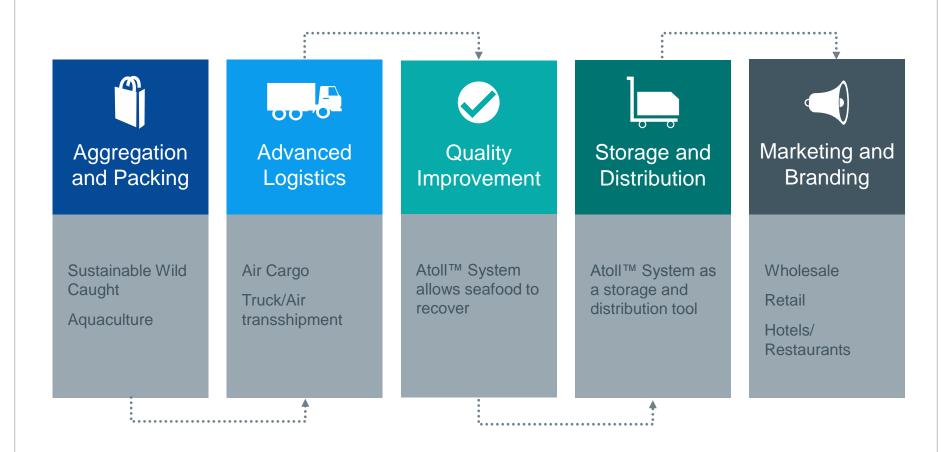


**High Growth** 

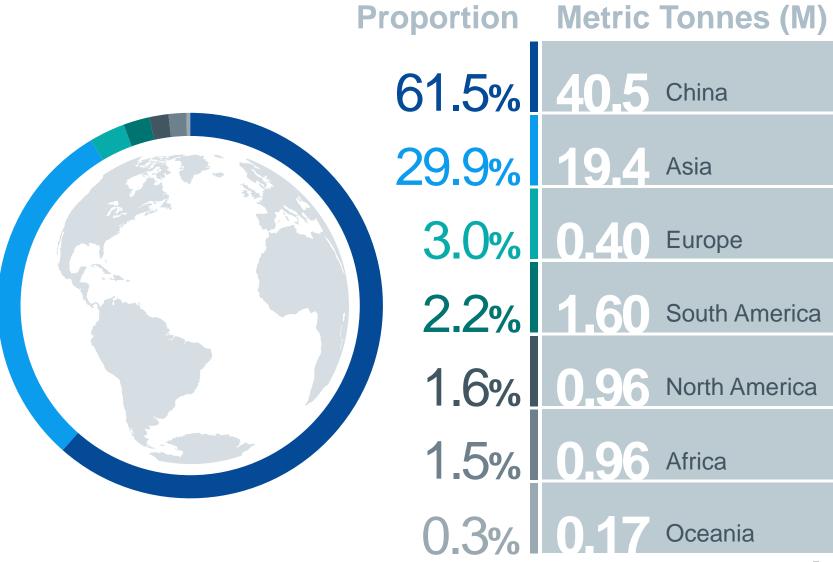


**Higher Quality** 

## Invest in Commercialization



### China Seafood Power House



# Middle class China hungry for live seafood

11-24kg/person

2004 třtřtřtřňňňňň 2020 třtřtřřřňňřřřřřřřřř

35.9kg/person

#### **43 Million Tonnes**

of seafood will be consumed of which 50% will be high value seafood

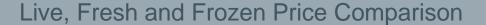


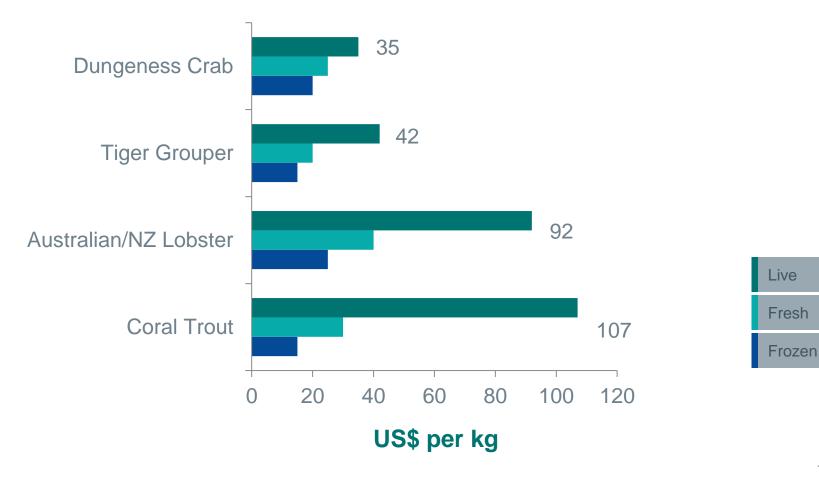
#### China's middle class

2005 = 90 Million 2015 = 650 Million

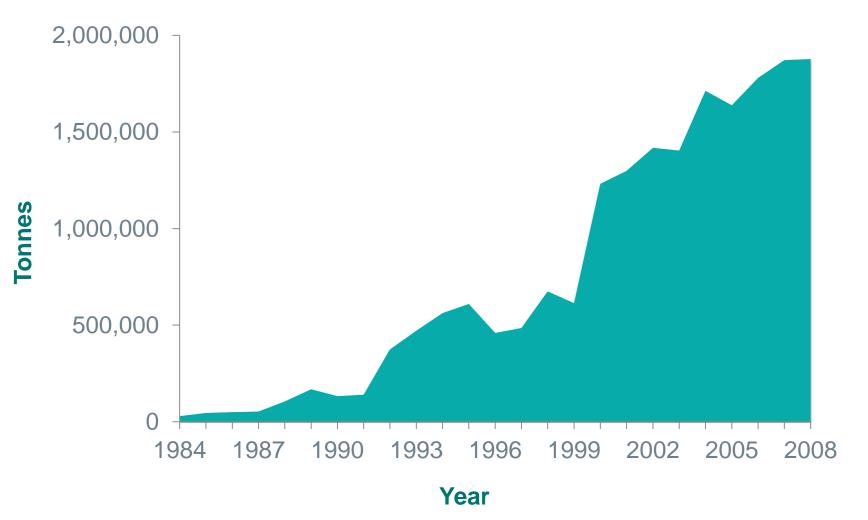
Imported live product is a "High Status Food" as China will triple imports in the next 3 years mainly from Australia, USA and Canada

## Chinese consumers prefer live seafood





## Exponential growth past 10 years



Source: FAO - FIGIS

# Unique 100% recyclable water filtration



# Industry leadership



#### Dr Chuly Lee PhD

#### Chairman

25 years international management and R&D experience in London, New York, Seoul, Shanghai and Hong Kong.



#### Lloyd Moskalik B.Com, MBA, Dip Civ. Eng.

#### **Managing Director**

25 years accounting, finance, restructuring and commercialisation roles with KPMG, Price Waterhouse and Watson Wyatt.



#### Derek Condell B.Ec.

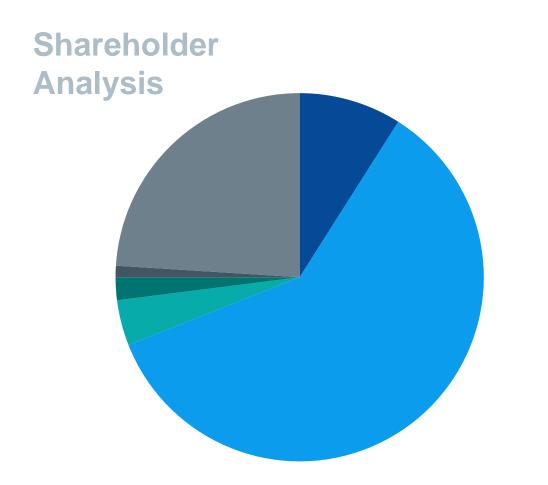
Non-Executive Director and Company Secretary Investment banker, stockbroker, and investment manager for nearly 30 years. Founded UBS Bond Index.

# Tightly held capital structure



Substantial Shareholders	Focal Creations Holdings Limited	Parkhill Management Limited	Honour Will Consultants Limited	Kilaksom Pty Ltd	Harri Investments Pty Ltd
	16.6%	5.02%	3.45%	3.32%	3.30%

## Tightly held capital structure



Australia Hong Kong China **Philippines** Other **Directors** 

## Near term value drivers

#### Industry Transformation

JV agreements in several

Fixed price supply

to 'Licensees'

of technology

locations across North Asia and

Asia Pacific tied to exclusive

use and supply of technology

Ongoing revenue based on

production volume with use



Manufacture & Installation



'Licences' to supply the growing China & Asia Pacific live seafood markets

Build and manage facilities in HK and China for customers

Establishing Infrastructure Projects for farming, distribution and logistics operations

High-technology installation

Proven and tested operations across many business applications

Recurring revenue from project management based on production volume Full training and support

Fully insurable fish

Low mortality

Access to new markets where no live seafood has been previously provided

Direct selling generating higher margins

...sale and licensing revenue from ATOLL™ technology across the live sea food supply chain

## Positive Cashflow

	30 DEC 2013	FY 2014	FY 2015	FY 2016
Country license fee	1M	1M	2M	2M
Equipment sales	0	0.2M	3M	6M
Management fee	0.8M	0.6M	6M	12M
Total revenue	1.8M	1.8M	11 M	30M
EBIT	0.2M	0.4M	7M	20M
Country		1	2	2
Modules		4	60	120
Volume through put		4T/Week	38T/Week	80T/Week
Management rate		\$3/kg	\$3/kg	\$3/kg

## Why invest?



Unique 100% recyclable water filtration technology

will transform the industry



Enormous growth in live seafood demand

driven by North Asia's emerging middle-class seeking "high status foods"



Leveraged to growth as commercialization stage

delivers positive revenues through technology licensing & supply-chain management opportunities

### Disclaimer

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