



# ANNUAL GENERAL MEETING

FRIDAY 28<sup>th</sup> MAY 2021

FOR THE YEAR ENDED 31 DECEMBER 2020

herbs of gold™







## AGENDA

1. CHAIRMAN'S WELCOME ADDRESS
2. MANAGING DIRECTOR'S REVIEW
3. ORDINARY RESOLUTIONS
4. QUESTION & ANSWER



## CHAIRMAN'S WELCOME ADDRESS

### HENRY TOWNSING CHAIRMAN



Mr Townsing brings over 30 years' experience in corporate finance and private equity. He was a Director of the Company, from 1985 to 1992, 2004 to 2009 and was reappointed a Director on 22<sup>nd</sup> December 2011.

Mr Townsing was appointed as the Chairman of the Company effective 28<sup>th</sup> May 2021 and is also the chairman of the Company's Board Nomination and Remuneration Committees.



## MANAGING DIRECTOR'S REVIEW

### ANDREW O'KEEFE MANAGING DIRECTOR



Mr O'Keefe was appointed Managing Director on 1<sup>st</sup> January 2017.

Mr O'Keefe has over 20 years' experience within the Australian pharmaceutical and healthcare industry. During his career Mr O'Keefe has held senior leadership positions in publicly listed companies and was the CEO of Australia's largest health food distributor and retailer. Andrew O'Keefe was appointed to the position of Chief Executive Officer – Herbs of Gold Australia in October 2014.



# LEADERSHIP TEAM



**ANDREW O'KEEFE**  
MANAGING DIRECTOR



**CHIN L KHOO**  
CHIEF FINANCIAL OFFICER



**SHAUN RUTHERFORD**  
GLOBAL SALES DIRECTOR



**MELISSA PEREIRA**  
HEAD OF MARKETING



**KS BEH**  
GENERAL MANAGER, MALAYSIA  
& SINGAPORE



**RENEE TI**  
SENIOR CORPORATE MANAGER



**SUAT LING KOAY**  
GENERAL MANAGER,  
NEW PRODUCT DEVELOPMENT  
& REGULATORY AFFAIRS,  
SOUTH EAST ASIA



**JUNE LAU**  
GENERAL MANAGER,  
OPERATIONS & BUSINESS  
SUPPORT, AUSTRALIA



**SANDRA VELASQUEZ**  
REGULATORY AFFAIRS MANAGER,  
AUSTRALIA



**ALEXANDRA WARD**  
TECHNICAL & NEW PRODUCT  
DEVELOPMENT MANAGER,  
AUSTRALIA



# OVERVIEW

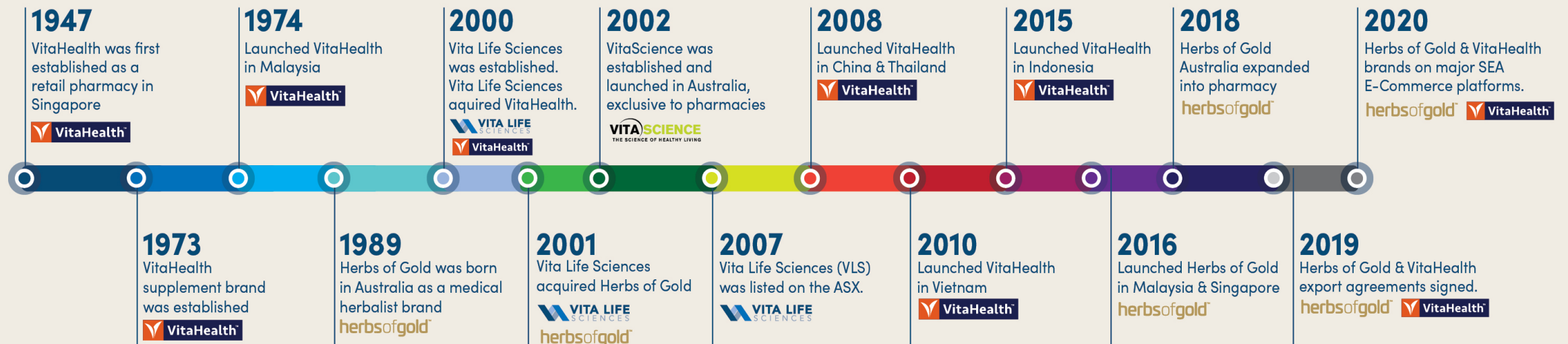
Vita Life Sciences is a multinational healthcare company involved in the formulating and distribution of high quality vitamins and supplements across the Asia Pacific region

# VALUES

Vita Life Sciences has a companywide commitment to:

- Focus its efforts on the health and well-being of customers
- Conduct activities in a socially responsible manner
- Create a conducive working environment for its employees
- Provide competitive returns on shareholders' investment

# HISTORY





# PRODUCT PORTFOLIO

herbsofgold™

 VitaHealth™



Nervous System

Children's Health

Nutritional Oils

Immunity

Hair, Skin & Nails

Liver & Digestion

Nutritionals

Weight Management

Cardiovascular Health

Pain & Inflammation

Pregnancy & Breastfeeding

Men's Health

Women's Health

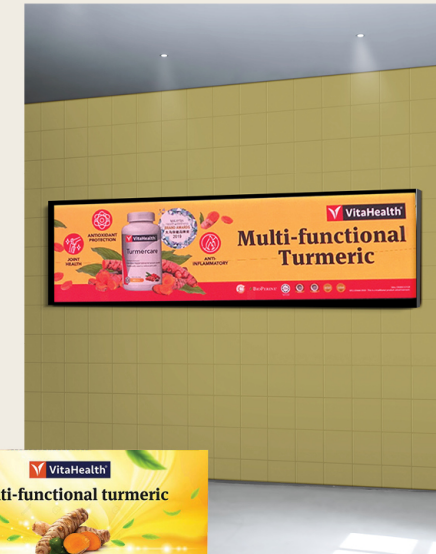
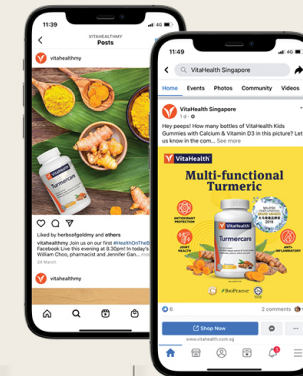
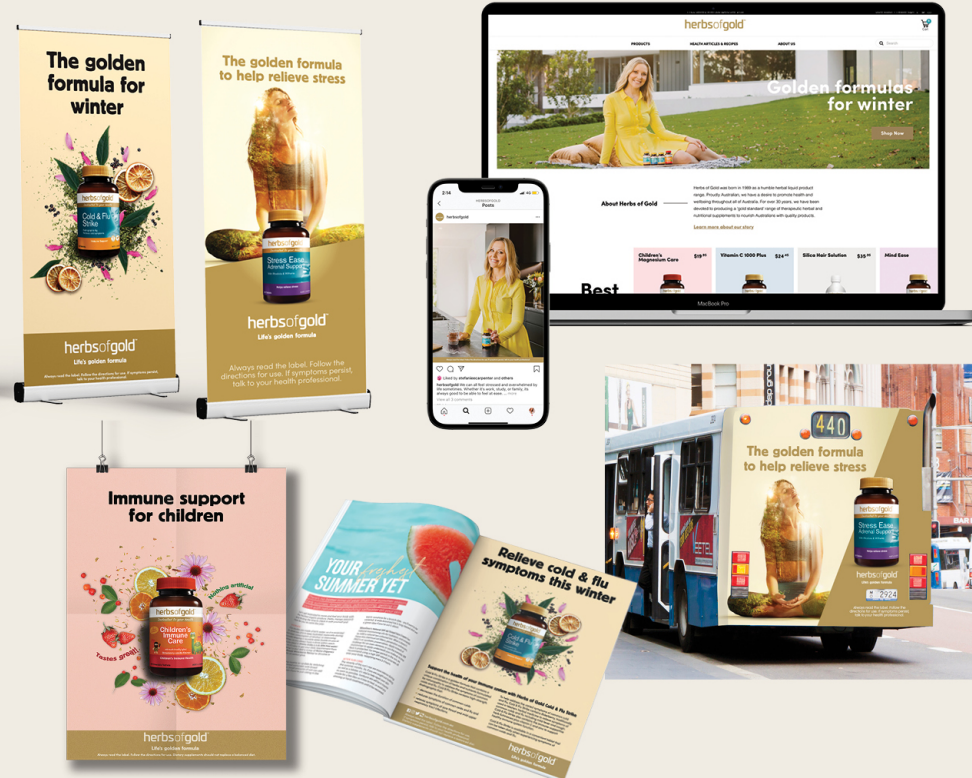
Antioxidants

Bones & Joints



# BRANDING

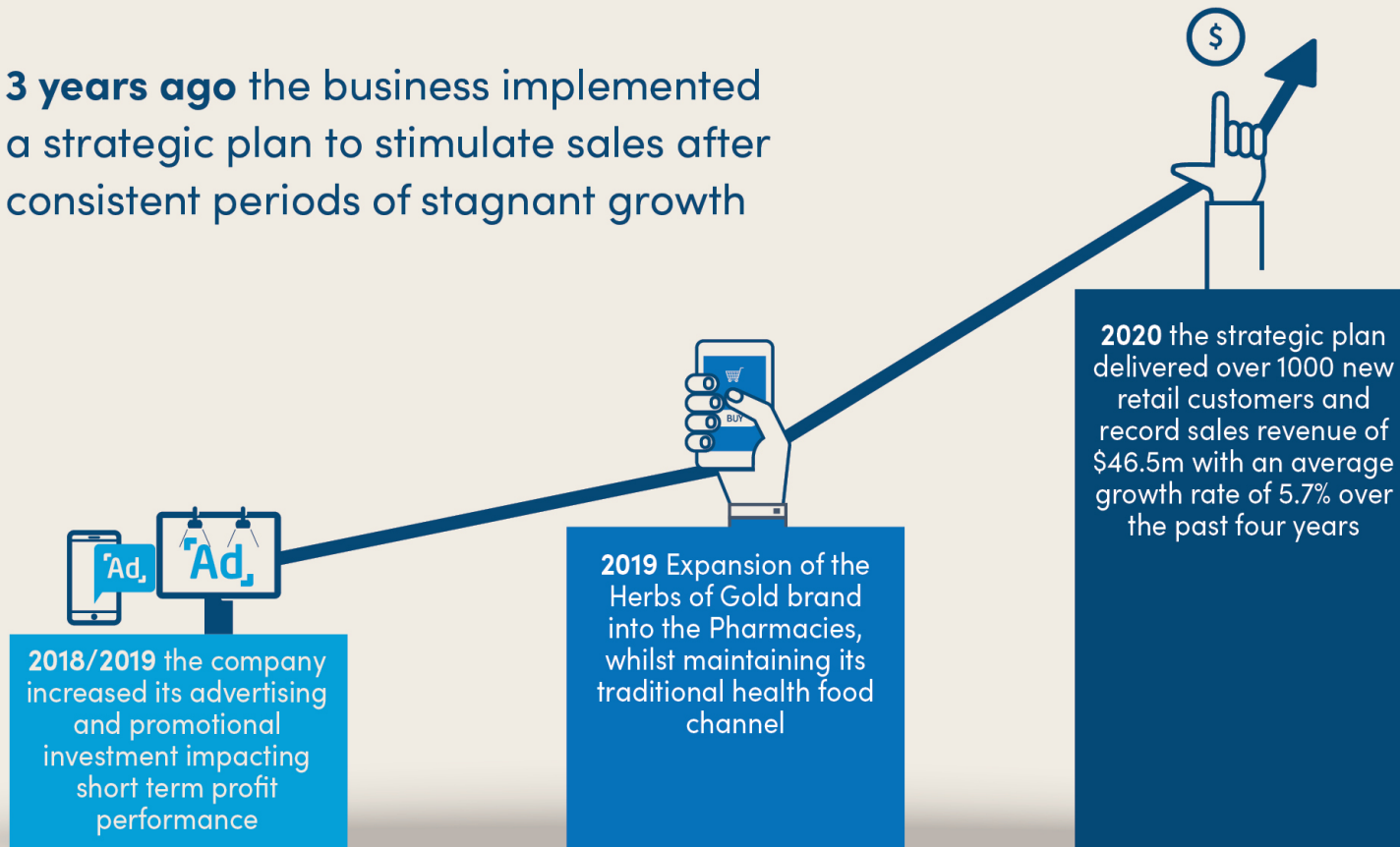
herbs of gold™





# LOOK-BACK GROWTH DELIVERED

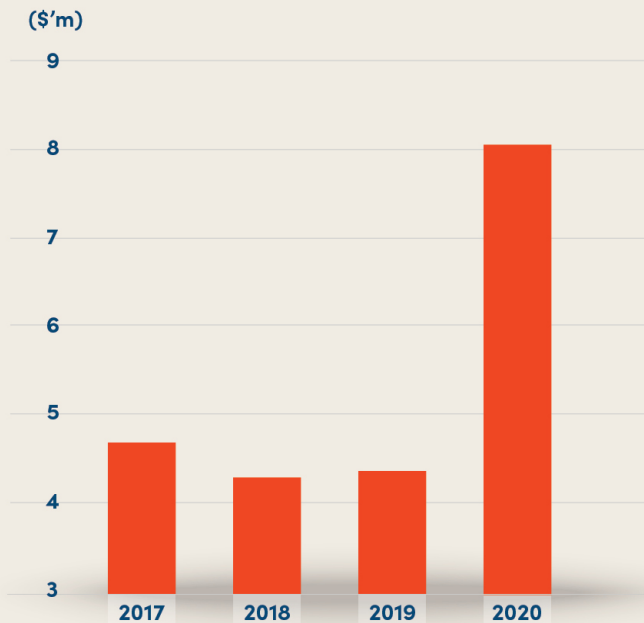
**3 years ago** the business implemented a strategic plan to stimulate sales after consistent periods of stagnant growth





# KEY FINANCIAL INSIGHTS

## Pre-Tax Profit

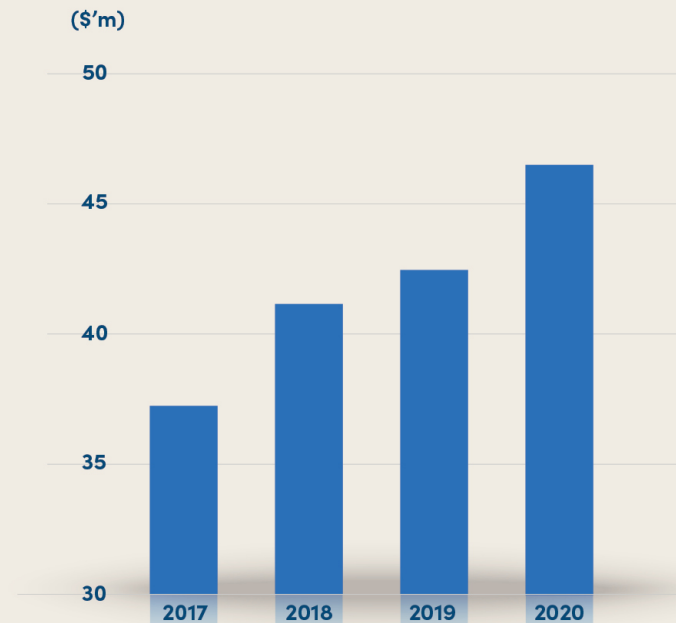


Higher marketing investment was required in 2018/2019 to support our growth strategy, which impacted short term pre-tax profits



2020 required a deliberate strategy to reduce normalised marketing investment of approximately \$2m

## Sales



Higher sales combined with lower operating costs generated a stronger pre-tax profit



Record group sales of \$46.5m in 2020



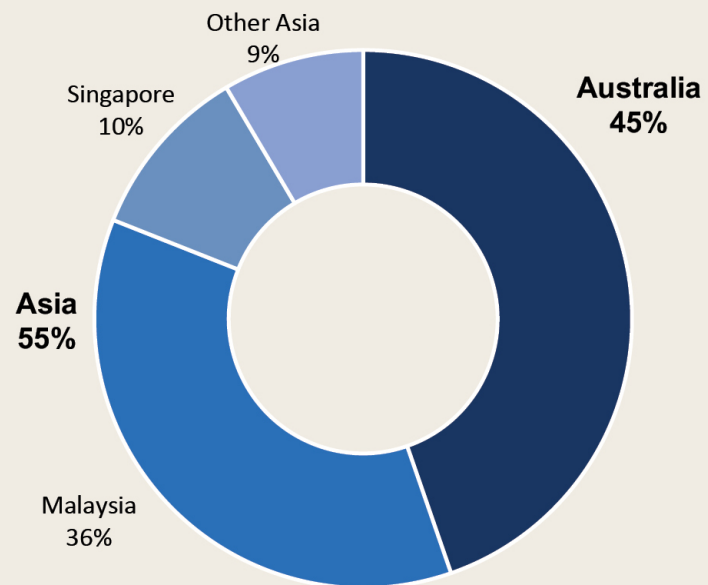
# 2020 HIGHLIGHTS

- ✓ Record Group sales of \$46.5m, an increase of 9.5% on PCP
- ✓ New distribution channels delivered record sales performance across key markets in Australia and Malaysia
- ✓ Immunity products supporting consumers health and wellbeing during COVID -19 stimulated category performance
- ✓ New strategic partnerships in China is generating solid organic growth through the cross border E -Commerce Channel (CBEC)
- ✓ Comprehensive brand and product offering across all major E-Commerce platforms within South East Asia continues to broaden consumer reach
- ✓ 12 new products launched across the Herbs of Gold and VitaHealth brands, stimulating innovation across the category
- ✓ Financial strength – a balance sheet with equity of \$24.4m and a net cash balance of \$13.0m (after bank borrowings)
- ✓ Record fully franked full year dividend payment of 4.25 cents per share



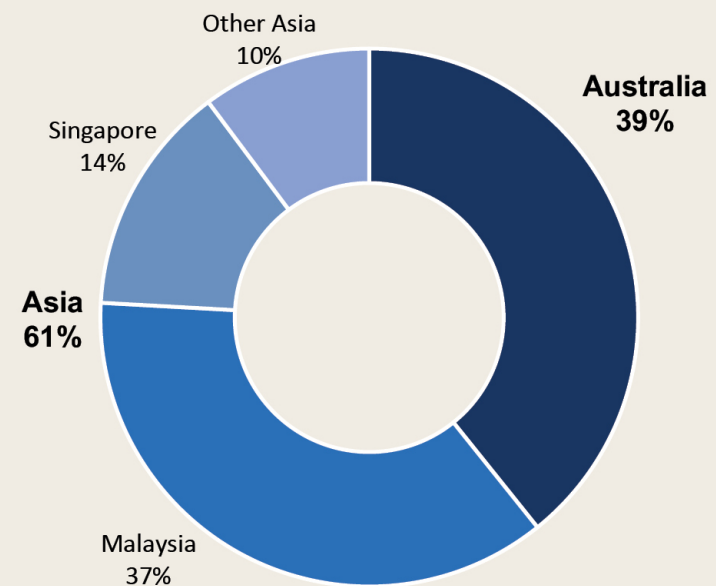
# KEY REVENUE

2020 Revenue by Geography



TOTAL REVENUE: \$46.5M

2019 Revenue by Geography



TOTAL REVENUE: \$42.4M



# FUTURE INVESTMENT PILLARS

## Brand building

Group investment strategy to drive consumer & retailer engagement



## Education and Innovation

Group investment to deliver a high quality education program that supports existing & new products



## Talent wellbeing

Group investment on talent acquisition to support growth expectations across the region



## Operational leverage

Group investment on ERP integration across the business to provide supply chain & customer interface efficiencies



The Group plans to invest an additional **\$5-6m** across the key investment pillars over the next 3 years



# OUTLOOK & GUIDANCE

- The impact of Covid 19 remains a fluid situation, which may disrupt traditional selling channels
- Management remains confident to deliver first half growth
- First Half FY 2021 sales of around, \$23.5m – \$24.5m (H1 2020: \$22.0m)
- First Half FY 2021 EBIT of around, \$4.0m – \$4.5m (H1 2020: \$4.2m)
- Higher sales contributions from core markets, including export channel underpins this result

## ORDINARY RESOLUTIONS





# ORDINARY RESOLUTIONS

- 1. REMUNERATION REPORT**
- 2. RE-ELECTION OF DIRECTOR – MR GREGORY RALPH**
- 3. INCREASE IN NON-EXECUTIVE DIRECTOR AGGREGATE REMUNERATION**
- 4. SHARE BUY BACK**
- 5. LONG TERM INCENTIVE PLAN SHARES-MANAGING DIRECTOR**

# PROXY-RESOLUTION 1

RESOLUTIONS		IN FAVOUR	AGAINST	PROXY'S DISCRETION	EXCLUDED
1)	Adoption of the Remuneration Report	25,959,006	52,478	4,181	9,846,013



# PROXY-RESOLUTION 2

RESOLUTIONS		IN FAVOUR	AGAINST	PROXY'S DISCRETION	EXCLUDED
2)	Re-election of Director (Mr Gregory Ralph)	35,837,497	20,000	4,181	0

# PROXY-RESOLUTION 3

RESOLUTIONS		IN FAVOUR	AGAINST	PROXY'S DISCRETION	EXCLUDED
3)	Increase in Aggregate Remuneration of Non-Executive Directors	24,430,546	33,521	4,181	11,393,430



# PROXY-RESOLUTION 4

RESOLUTIONS		IN FAVOUR	AGAINST	PROXY'S DISCRETION	EXCLUDED
4)	Share buy-back	35,857,497	0	4,181	0

# PROXY-RESOLUTION 5

RESOLUTIONS		IN FAVOUR	AGAINST	PROXY'S DISCRETION	EXCLUDED
5)	Long Term Investment Plan Shares - Managing Director	24,402,036	67,021	4,181	11,388,440



# PROXY

RESOLUTIONS		IN FAVOUR	AGAINST	PROXY'S DISCRETION	EXCLUDED
1)	Adoption of the Remuneration Report	25,959,006	52,478	4,181	9,846,013
2)	Re-election of Director (Mr Gregory Ralph)	35,837,497	20,000	4,181	0
3)	Increase in Aggregate Remuneration of Non-Executive Directors	24,430,546	33,521	4,181	11,393,430
4)	Share buy-back	35,857,497	0	4,181	0
5)	Long Term Investment Plan Shares - Managing Director	24,402,036	67,021	4,181	11,388,440





## QUESTION & ANSWER



# THANK YOU

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