

20 November 2020

## Company Update

- **Launch of Meluka Australia on Amazon Canada with positive early sales of organic raw honey recorded**
- **UK and Germany marketplaces ready to launch on Amazon in early 2021. Product shipments being prepared**
- **Customer demand for Meluka Australia's raw honey in China outstripping expectations, with last two shipments completely sold-out by wholesalers within the Yandi network during the recent China Singles' Day event**
- **Recent shipments of product to China have arrived, tea tree oil has cleared customs with honey shipments expected to clear customs imminently**
- **Harvesting of Jenbrook Farms' tea tree oil from the commercial plantation was completed in late October, with total yield exceeding last year's harvest by 13%**
- **Jenbrook secures a lease of a further 2,000 acres of land immediately adjoining its southern boundary, to be utilised to produce honey and wildcrafted tea tree oil**

**EVE Investments (ASX:EVE, EVE or the Company)**, a vertically integrated health, nutrition and wellness company, provides an update on recent operational activities in key growth markets.

### **Canada launch provides further expansion into North America**

Continued success on Amazon US for Meluka Australia branded products has provided the Company with a broad platform for market penetration into the US organics and wholefoods sectors, a key pillar in EVE's product development and international expansion initiatives. Amazon sales in the US are on track to achieve six consecutive months of growth following the COVID-19 spike in sales in March, April and May.

Extending its presence in the North America region, EVE launched its Meluka Australia range on Amazon in Canada in late October. The Company has been buoyed by the initial interest it has received with sales on Amazon Canada starting positively, indicating favourable early signs of market acceptance of its Meluka Australia branded organic raw honey products. The large number of positive reviews and high ranking of Meluka Australia's products in the US provide strong product validation when entering new regions such as Canada. This leverage provides a much quicker pathway to establishing sales in all regions where Meluka Australia chooses to use Amazon.

### **Company expansion into European markets**

EVE will be appointing a specialist European based Amazon consulting company to manage Meluka Australia's advertising, listing optimisation and customer communication for the whole of Europe. The decision follows an extensive consultation process as EVE seeks to increase brand awareness and drive aggressive sales growth in new target markets. The initial focus will be Amazon UK and Germany as sites for listing optimisation and advertising initiatives before broadening to other European markets. Meluka Australia is currently preparing product shipments to Europe in preparation for the Amazon launches in early 2021.

### **China customer demand exceeding expectations**

EVE's China distribution strategy continues to perform well. As mentioned in our June *China Sales and Manufacturing Update* ([Refer to ASX Announcement on 24 June 2020](#)) shipments of Meluka Australia's raw honey product were pre-sold into Yandi's distribution network of wholesalers across Mainland China. These wholesalers provide an excellent platform for EVE due to their extensive membership network. Following commercial dialogue with Yandi this week, EVE is pleased to disclose that Yandi's wholesalers have completely sold-out of their Meluka Australia honey stock during the recent *China Singles' Day* event on November 11, the largest retail and online shopping day in the world.

Yandi were also pleased to report the raw honey product was very well received by end consumers, confirming the approval of Meluka Australia's premium branded products among its core customer demographic in Mainland China.

Yandi also confirmed that the recent shipments of raw honey, tea tree honey and tea tree oil have arrived in China. The tea tree oil has cleared customs and the honeys are expected to clear customs imminently. Yandi plans to launch the tea tree honey and tea tree oil products across its distribution network in December 2020, alongside the successful raw honey product. Its sales strategy for these products will involve both promotional roadshows and the use of influencers across the Yandi distribution network to maximise outreach.

### **2020 harvest achieved a 13% yield increase. Wildcrafted harvesting now to commence**

Jenbrook's Robyndale and Jendale farms are located in the Bungawalbin Valley in the heart of the Northern Rivers Region of New South Wales.

Harvesting of tea tree oil from Jenbrook's Robyndale farm plantation was completed in late October. Total yield from this year's harvest returned a positive result, having exceeded last year's yield by 13%. Jenbrook will now progress with wildcrafted harvesting that is set to commence in the old growth forest on its Jendale property. This will provide an important source of continued tea tree oil supply during the next six months.

In addition, Jenbrook has secured a lease of a further 2,000 acres of land immediately adjoining its southern boundary. This land is extensively covered with old growth forest which will be utilised for honey and wildcrafted tea tree oil production.

Expanding the production of wildcrafted oil, as well as sales of third-party essential oils such as lemon myrtle and eucalyptus, will allow the Jenbrook business to continue servicing its expanding customer base year-round.

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**Commenting on the update, Managing Director Bill Fry said:** “Meluka Australia has developed a market-leading differentiated offering that is delivering sales growth in our core target markets. The success in these markets is providing good leverage for our expansion into other markets that we have identified as priorities.

The expansion into UK and Europe builds on the four successive quarters of growth the Company has recorded. By investing in its core product offerings and new market development the Company can continue to scale and grow its operations.”

*Authorised for release by Bill Fry, Managing Director.*

— ENDS —

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**About EVE Investments**

EVE Investments (ASX: EVE) is a leading, vertically integrated producer of branded nutrition, health and wellness products. The Company has global reach and application to fast-growing markets across Australia and New Zealand, Asia Pacific and North America. Our mission is to help provide access to the world’s best natural organic products that have demonstrated medicinal benefits and can help enrich the lives of everyday people.

For further information, please visit [www.eveinvestments.com.au](http://www.eveinvestments.com.au) and follow us on Twitter @EVEInvestments