



NATURALLY
nexba[®]
SUGAR FREE



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Executive Summary

STRUCTURE

- ✓ Founded in 2010 100% Australian Owned
- ✓ Naturally Sugar Free
- ✓ No Sugar. Nothing Artificial. No Compromise on Taste.

LEADERSHIP

- ✓ Strong MNC Corporate Experience (ex Unilever, PepsiCo)
- ✓ Proven record of operational success specific to the industry
- ✓ Beverage Product of the Year 2017

BRAND METRICS

- ✓ Household Penetration increased from 1.6% to 4.8% YOY
- ✓ Number of Buying Households up from 152k to 460k YOY
- ✓ (Source: Nielsen Panel Data 08.09.18)

FINANCIALS

- ✓ Projected FY19 Gross Sales of \$12.5m (up 104.8% YOY)
- ✓ Projected FY19 Revenue of \$10.0m (up 133.0% YOY)
- ✓ Projected FY19 GP of \$2.1m with Australia at 24.5% GM

GROWTH PLAN

- ✓ Leverage Australian Retail strength into FOS*/ Chilled areas touching consumers across consumption occasions
- ✓ Achieve sustainable growth in the UK and US
- ✓ Establish eCom platform to drive advocacy and loyalty

CAPITAL RAISE

- ✓ Raise \$1.5m to close Series A at \$6.0m @ \$20m pre-money valuation to execute current opportunities for expansion





What We Do & Stand For

Our Vision

“Australia’s Naturally Brave brand delivering Naturally Sugar Free innovation to the world”.



Our Mission

“Save lives by tackling diabetes & obesity by revolutionising established high sugar & artificial categories”.

Our Values

**Be Authentic | Be Fun
Be Brave | Be Collaborative**

Nexba: The Why – Tackling Diabetes & Obesity



1 in 11 people have Diabetes



\$1 in \$7 Health Care dollars is spent treating Diabetes & its complications in the US



12% of global health expenditure is on Diabetes
(\$US 673 Billion)



Type 2 Diabetes and type 1 Diabetes will increase by 54% to more than 54.9 million Americans by 2030

How Britain developed its sweet tooth



The average UK adult consumes 30kg of sugar a year, not just in sweets and soft drinks but in foods such as bread and yoghurt

Report on diet finds most people in the UK are consuming almost 3 times the recommended daily sugar intake

Australia, the US & UK's Health Crisis

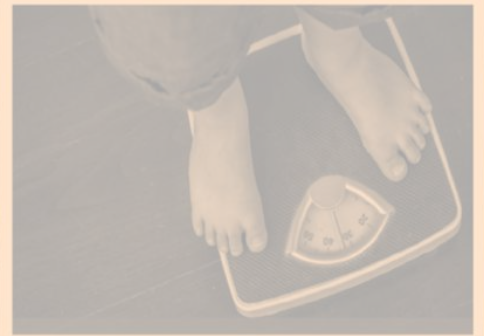


Press release
New National Diet and Nutrition Survey shows UK population is eating too much sugar, saturated fat and salt

The latest survey data from 2008 to 2012 assesses the food consumption and nutrient intake of the UK.



Rise in number of people diagnosed with diabetes will lead to huge increase of heart attacks and strokes
23rd August 2018



Rising numbers of young people with type 2 diabetes in England and Wales
23rd August 2018

Nexba: Solution to Sugar & Artificial



100% NATURAL

FULL FLAVOUR
Taste Loyalty



HIGH SUGAR

NO SUGAR



ARTIFICIAL
SWEETENER, COLOURS, FLAVOURS & PRESERVATIVES

Nexba® 'NATURALLY SUGAR FREE' MEANS

NO SUGAR

NO ARTIFICIAL SWEETENERS

NO ARTIFICIAL INGREDIENTS

NO PRESERVATIVES

**NO COMPROMISE ON TASTE.
No worries mate!**

Nexba: Proven to Emulate Mouth-Feel of Sugar

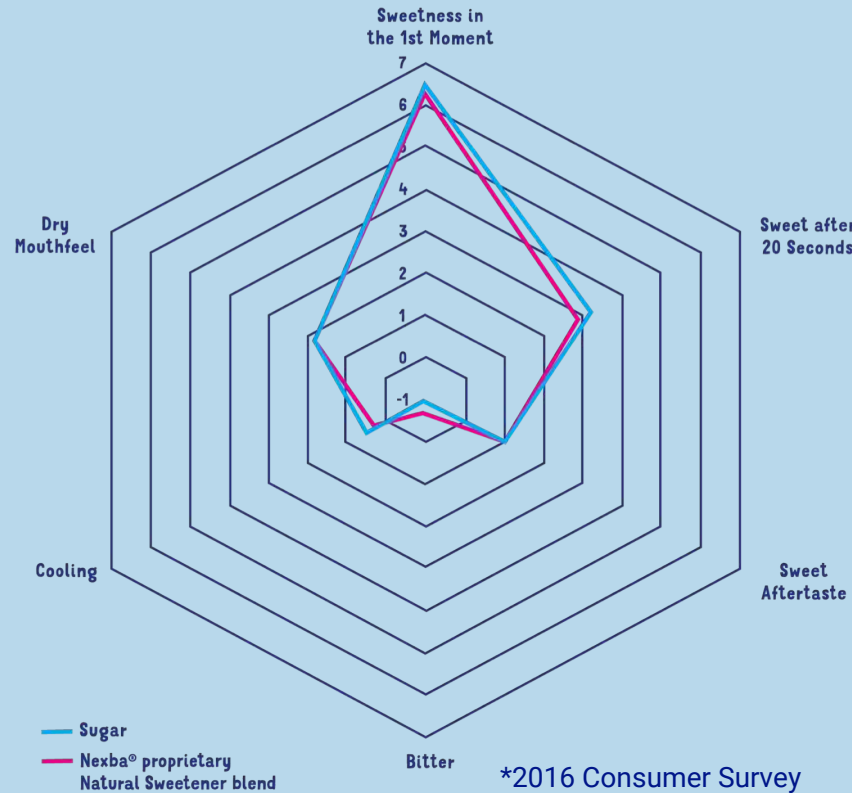


Nexba® Proprietary Natural Sweetener blend

The Nexba **Proprietary** Natural Sweetener blend and process has been developed through 6 years of research and development, and multiple flavour iterations.

The Nexba **proprietary** Natural Sweetener blend emulates the taste experience of sugar without any artificial ingredients, preservatives or aftertaste.

Cheers to that!



Nexba: Leadership & Operational Strength



Commercial Director

Steve Smyth
Ex PepsiCo
Advisory Board Member



Head of Marketing

Tia Saunders
Ex PayPal



DREW BILBE



TROY DOUGLAS

CEO & Co-Founders



Head of Operations

Dan Talbot
Ex PepsiCo



CFO & COO

Vin Ramanadhan
Ex Unilever
Advisory Board Member

NEXBA ADVISORY BOARD



Phil Baldock
Former President of
Beam Global



Paul Zahra
Former CEO of
David Jones

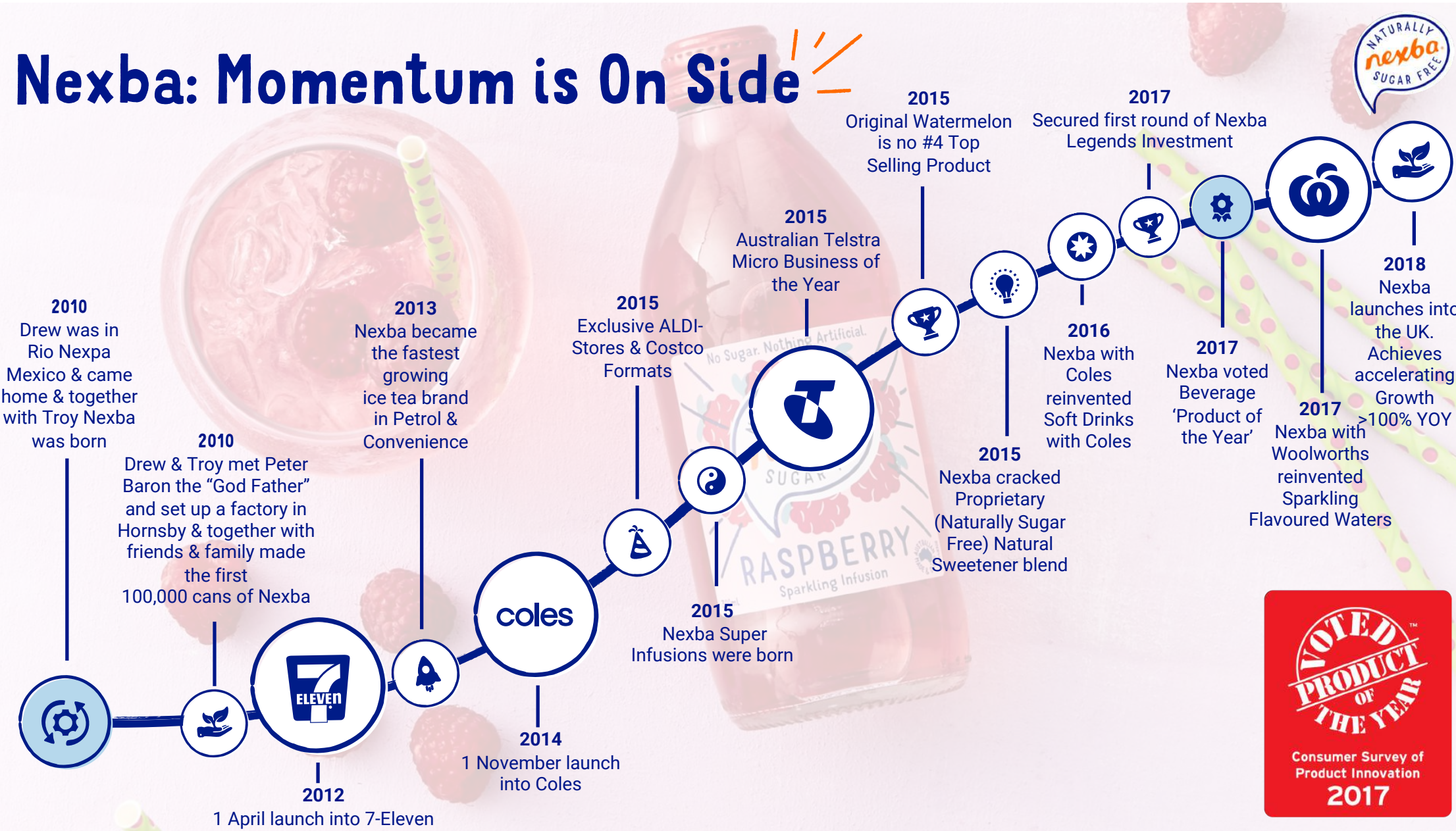


Steve Maarbani
Former Venture
Capital Partner PWC



John Bacon
Founder & Former Chairman of
Link Healthcare

Nexba: Momentum is On Side



Targeting the Health Aware across Consumption Occasions



1L PET Soft Drink

1L PET Sparkling Water

4pk Soft Drink

375ml Sparkling Water Can



With strong Retailer collaboration & disruptive and efficient digital marketing, the Nexba core range has delivered >80% YOY Retail Scan Sales growth

Innovation extensions into Functional focused on Efficacy and Taste



Probiotic Water

Tonic Water

Kombucha

Innovation Pipeline



- ✓ Kombucha Extensions
- ✓ Functional Beverages
- ✓ Ice Pops



Innovation is at the heart of everything we do!
Customer Innovation sessions have established
Nexba as the category disruptor of choice

Our Competitive Advantage – a Simple, Scalable Formula for Success



The Leading **'Naturally Sugar Free'** brand with trusted credentials & patented technology

Simple, **Memorable Name & Strong Brand Identity**

Nexba has full ownership of its patented **'Naturally Sugar Free'** blend and a 5-Year head start on competitors



'Fortified Probiotics' proven to reach the Gut; **Ambient Supply Chain;** No compromise on Taste

Recognised as the **'Innovation House'** within the Beverage Sector

Simple and **Highly Scalable** Supply Chain from contract manufacturing to 3PL Fulfilment

Financials: Australian 3 Yr Projection



2017	2018	2019	2020	2021
Actual	Actual	(3+9 Forecast)	FY19 3yr Plan	FY19 3yr Plan
Gross Sales \$2.5m	Gross Sales \$6.2m	Gross Sales \$12.2m	Gross Sales \$18.4m	Gross Sales \$27.1m
Revenue \$2.2m	Revenue \$4.2m	Revenue \$9.7m	Revenue \$15.1m	Revenue \$22.5m
Gross Profit \$(0.2)m	Gross Profit \$(0.1)m	Gross Profit \$1.9m	Gross Profit \$4.2m	Gross Profit \$6.7m
Profit before Tax \$(2.7)m	Profit before Tax \$(2.0)m	Profit before Tax \$(0.6)m	Profit before Tax \$0.3m	Profit before Tax \$0.8m

148%

97%

51%

47%

91%

131%

56%

49%

Capital Raise

2017

Actual

Gross Sales
\$2.5m

148%

Revenue
\$2.2m

91%

Gross Profit
\$(0.2)m

Profit before
Tax
\$(2.7)m

2018

Actual

Gross Sales
\$6.2m

Revenue
\$4.2m

Gross Profit
\$(0.1)m

Profit before
Tax
\$(2.0)m

M&A outlook

- M&A activity in the Food & Beverage sector is rising
- Better For You is the second most active segment driven by:
 - Consumer preferences favouring BFY
 - Private equity interest
 - Corporates acquiring rather than building
- Valuation multiples are strong and have been rising
- Revenue multiples range from 2.6x to 10x





**First Stock in store
(Nov 2018) within
Sainsbury's in the UK
...cheers to that!**

