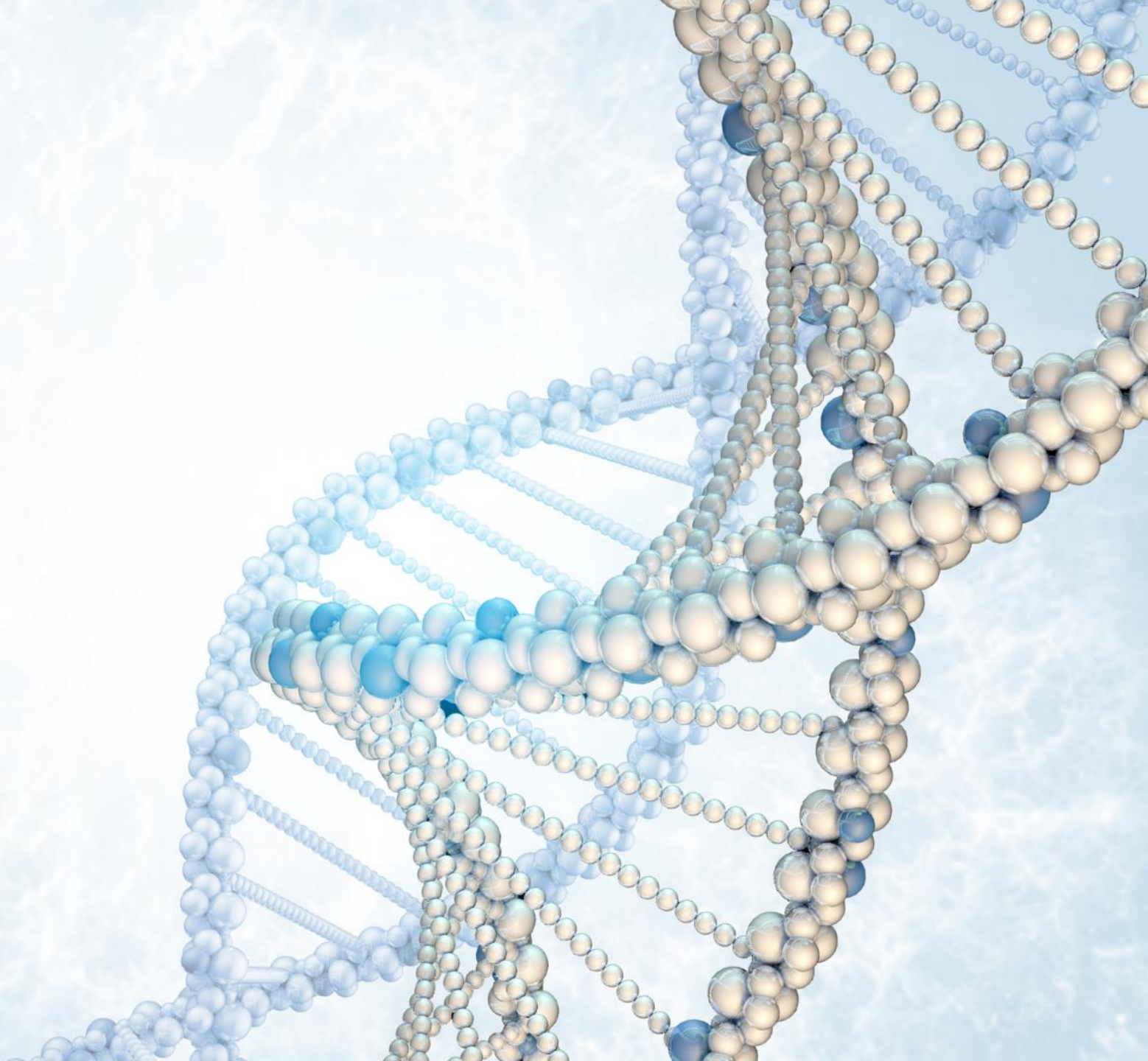


AGM Presentation

July 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*

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

Key Market Stats (as of 29 July 2021)

Market Cap	\$16.4m
Cash Balance	\$2.1m
52-week Trading Range	4.8¢ - 20.0¢
Average Daily Vol.	396,522
No. of Shares on Issue	275.4m
Top 20 Shareholders	65%

- ✓ Global reach with customers in Asia, US and Australia
- ✓ Successfully commercialised portfolio of patent-protected/proprietary technologies
- ✓ Established track record with ~\$7m in FY20 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 globally unique ovine collagen.



Resilient 2020 Revenue

Improved outlook



2020 full-year revenue steady at \$7.1m despite COVID-19 global crisis.



Healthy Food Ingredients sales continues to grow strongly on the back of orders from Costanzo's



Infection Control Solutions delivered maiden contribution to Group results



Collagen and Dietary Supplement businesses rebounding steadily in 1H2021 after COVID impact



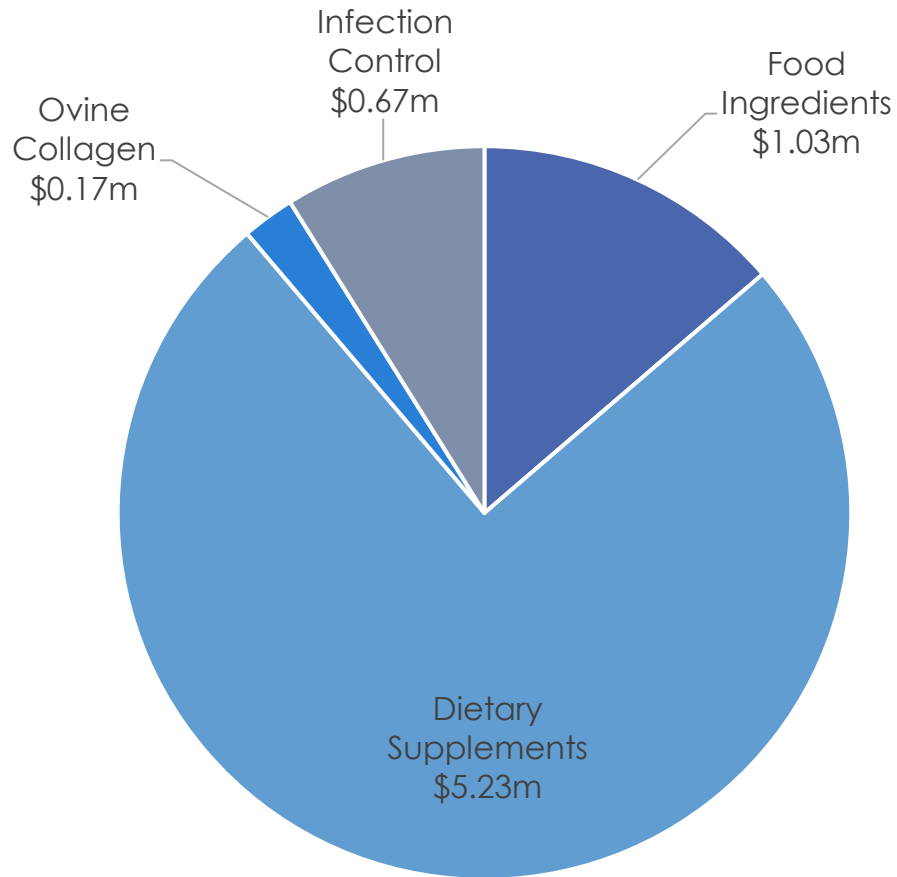
Positive 2021 outlook with improved results expected



Improved profitability from cost efficiency program (targeting \$0.5m in savings)

Global Revenue FY2020

Diversifying the income base



Growth potential in Ovine Collagen, Infection Control and Food Ingredients

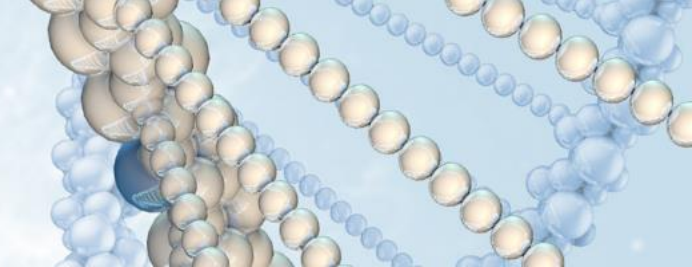
Infection Control is newest division and its first year contribution (FY20) accounted for ~10% of Group revenue

Holista's sales network spans across the United States, Australia and Malaysia

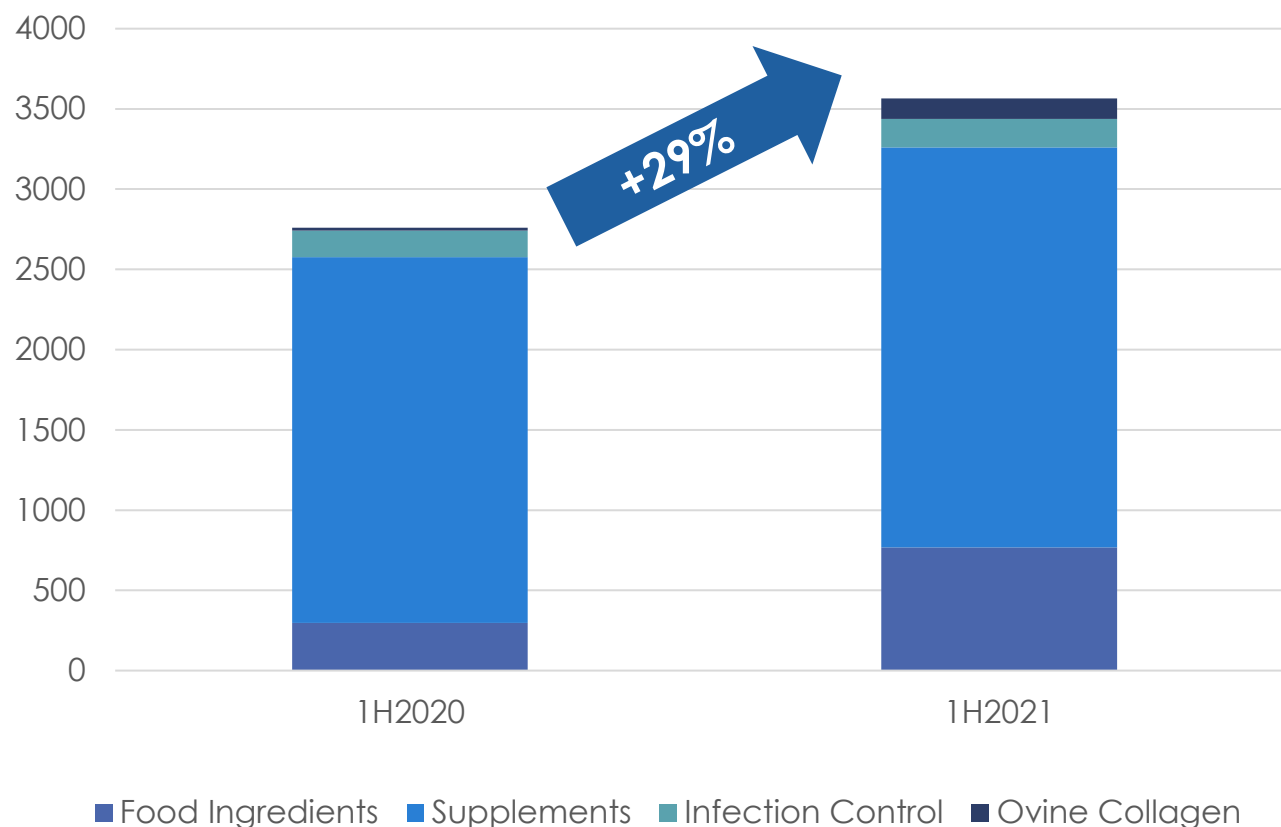
Strong diversification of income streams is key to building a defensive earnings profile for the Group

Sales Growth Across All Divisions

Continuing growth momentum



Divisional Sales Revenue* (\$K)



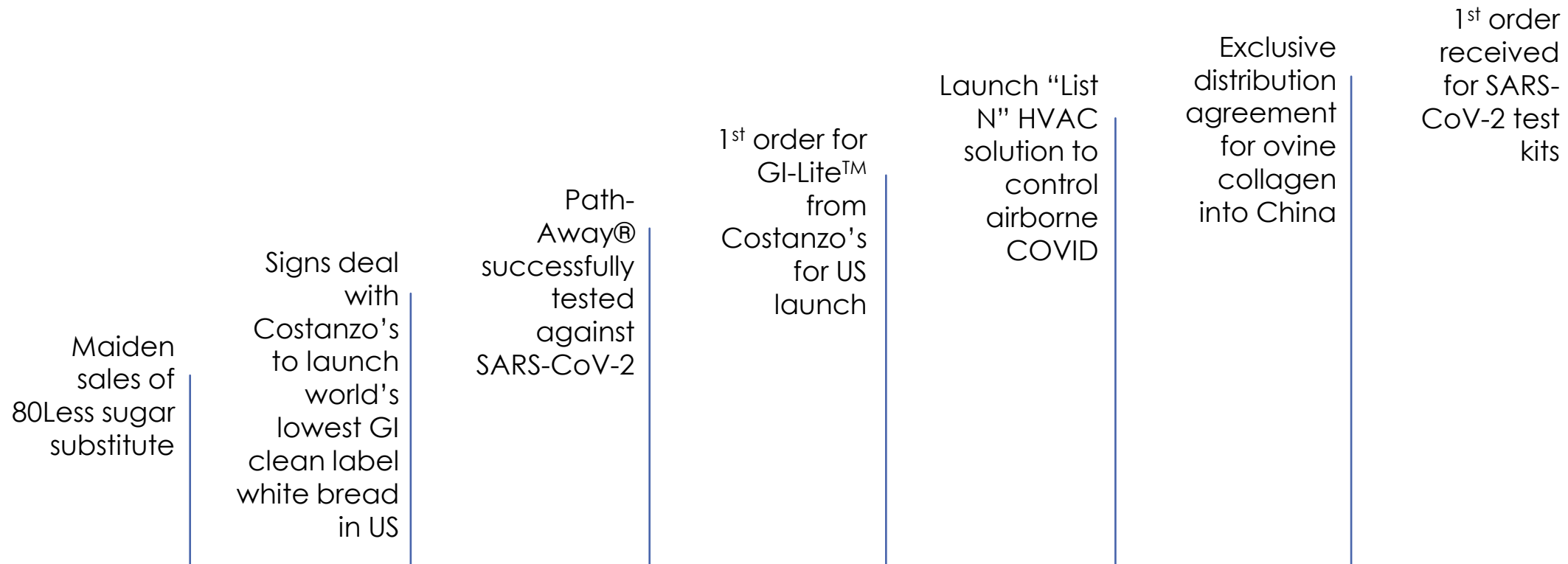
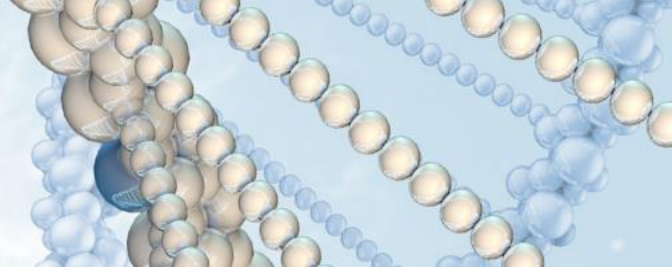
Total 1H21 Group Sales increased by **29.2% to \$3.6 million*** compared to 1H20 with all divisions contributing to the improved results

Division	PCP Change
Food Ingredients	158.9%
Supplements	9.3%
Infection Control	7.2%
Ovine Collagen	611.1%

**Final 1H2021 figures are subject to audit*

Year of Achievements

Foundations for a stronger FY21



FY2020 - FY2021

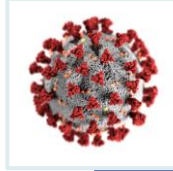
Business Divisions

Growth engines



Healthy Food Ingredients

- Fastest growing division in FY21
- Momentum expected to continue
- GI Lite™ for healthier breads, tortilla, etc
- 80Less™ sugar substitute, tapping on increasing awareness of the dangers of sugar



Infection Control Solutions

- Newest business (FY20 1st 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 steadily from COVID-19 impact
- Market leading vitamin brand in Malaysia



Ovine Collagen

- 1st to produce ovine collagen from Australian Sheep
- Patented processes
- Australian collagen highly prized due to disease-free status
- Product currently sold to cosmetics manufacturers

Healthy Food Ingredients

Developments & update

Holista has a **full range** of low GI foods, tested and validated by the University of Sydney*



Low GI White Bread advertisement, St Louis trade show participation, display at Wegman Store shelves in the US --pictures courtesy of Costanzo's.

Costanzo's launched world's lowest GI clean-label white bread in the US using Holista's GI Lite™ in April 2021

Costanzo's Low GI White Bread sold in US in supermarket chains like Wegmans, Tops, Price Right, etc

Costanzo's on track on the agreement for GI Lite™

F&B manufacturer Rex Industry using Holista's 80Less™ sugar substitute in ~8 beverage products

Holista is developing 2 new health products for Rex (cocoa milk powder and Ready To Drink cocoa formulation)

Relaunched Holista Foods Inc Website <https://holistafoods.com/> to better capitalise on US opportunities

**Independent testing by University of Sydney showed GI Lite™ lowered the GI in food by 30% to 40% and has a score of 46 in white bread.*



HOLISTA

Infection Control

Developments & update

NatShield™ & Path-Away®

- ✓ Secured distribution rights for Path-Away (active ingredient in NatShield) and acquired Protectene® from GICC
- ✓ Microbac tests shows Path-Away kills 99.9% of COVID-19 virus (SARS-CoV-2) within 2 minutes
- ✓ Undertaking studies to show Path-Away remains effective on hard surface and skin for 8-12 hours
- ✓ Nasal balm (using Protectene as active ingredient) to launch in US, Singapore & Malaysia by Q4 2021*
- ✓ TGA approved Natshield™ as cosmetic allowing claims of killing 99.99% of germs (sanitisers & wipes)
- ✓ Wipes developed by Cool Hands in Netherlands in collaboration with GICC to be launched in Malaysia by Q4 2021

*Subject to regulatory approval

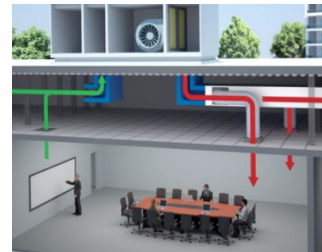


Infection Control

Developments & update

M3® HVAC Solution

- ✓ Signed term sheet to form JV with GICC to pursue opportunities outside of North America
- ✓ M3 exempted in Australia for heating, ventilation and air-conditioning (HVAC) application
- ✓ Submitted TGA application for “List N” Bioesque formulated with Thymox* for fogging and hard surface disinfection
- ✓ Bioesque formulated with Thymox* to be offered in place of Natshield™ for use with M3+



* Bioesque formulated with Thymox is on the US EPA [List N](#) and made by Laboratoire M2, which signed a supply agreement with GICC

+ Bioesque formulated with Thymox to replace Natshield as Natshield is not N-Listed

Infection Control

Latest Revenue Stream

COVID-19 Test Kits

- ✓ Secured exclusive distribution rights to 15min rapid test kits made by Guangdong Hecin Scientific Inc
- ✓ Approved in Malaysia (Emergency Use Authorisation)
- ✓ Won first order in Malaysia last month to supply 15,000 test kits with ongoing follow-up orders expected
- ✓ In the process of securing next order of 30,000 kits for the Malaysian market
- ✓ Distribution rights for UK, Malaysia and 10 other Asian countries
- ✓ Registration initiated in Singapore, Canada, UK and ongoing discussion with other countries
- ✓ Secured exclusive distribution rights for GeneSign Biotech Co Ltd
- ✓ Also acquired Antigen Rapid test kits (saliva, blood and breath) and Antibody Rapid Test kit
- ✓ Completed co-development of Track and Test App link to mobile application.



Dietary Supplements

Developments & update



Sales increased by +9% in 1H 2021 v 1H 2020

Growth driven by rebound from COVID and launch of two new supplements

“Cash Cow” business that contributed ~70% of 2020 Group revenue

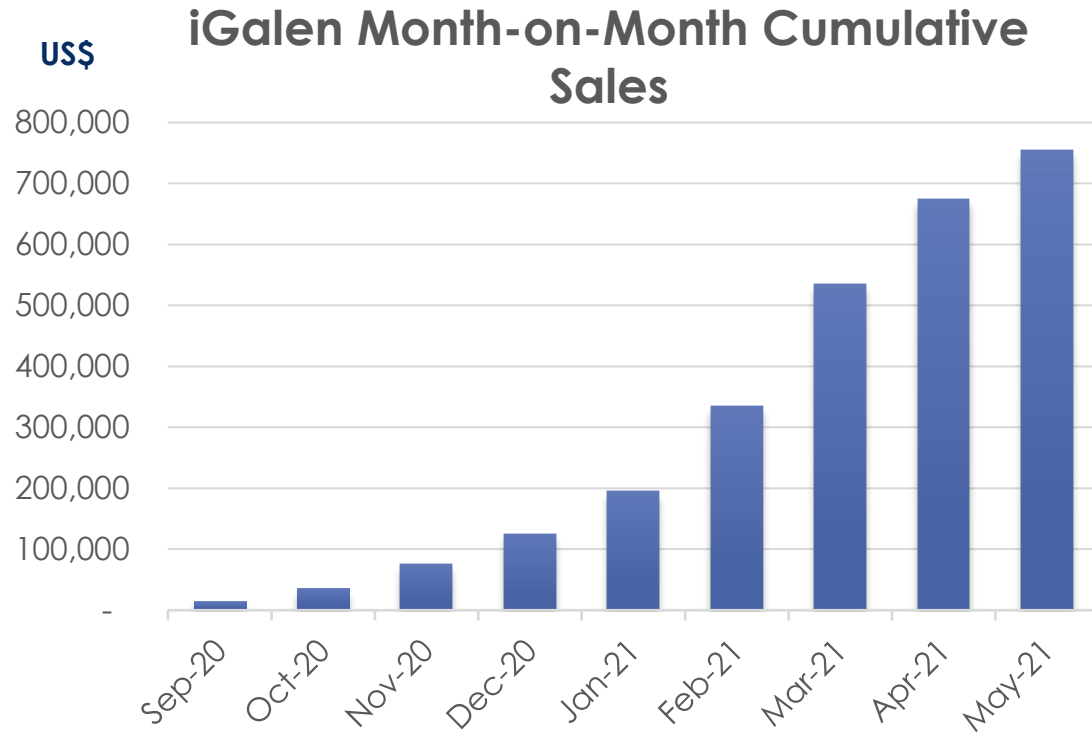
Global Supplement market growing at 8.6% CAGR* from 2021-2028*

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

US Sales Rebounding Strongly

iGalen restructure and relaunch

iGalen is Holista's global distribution partner



- ✓ iGalen relaunched in August 2020
- ✓ Sales recovery with good margin driven by creative marketing and use of key influencers (e.g. former world boxing champions)
- ✓ Holista's products appeared on popular Podcasts in the US including "Live with Les Brown"
- ✓ >US\$750k (~A\$1m) total revenue from iGalen alone in just nine months
- ✓ June sales of ~\$200k will be recognised in 3Q 2021 due to change in payment gateway

Ovine Collagen

Developments & update

Guangzhou Sinbio Cosmetic Co Ltd trialling Holista's patented collagen (via agreement with Mutiara Seribumi)

Sinbio to purchase 100% of Holista's 48-tonne annual production capacity on successful trial (including regulatory approvals)

Sale price set at \$75k/t (Holista can increase the price with 90-day notice)

Binding sales agreement to see Holista expand plant capacity to 576 tonnes over next four years

Secured \$501,000 grant from WA Government to produce medical grade collagen

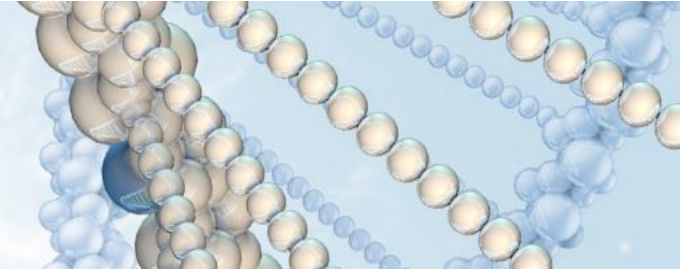
Holista to brand our collagen as Colligen™ as “collagen made in Collie”

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



Board of Directors & Advisors

Expertise to lead the group forward



Daniel O'Connor
Non-Exec Chairman



Rajen Manicka
MD & CEO



Walter Joseph
Non-Executive Director



Arthur Martin
Advisor



Roscoe Moore
Advisor

Over three decades commercialising intellectual property and has worked with R&D teams across Asia, North America, and Australia. He is the Consultant Principal of the on-line coaching and mentoring group Incubate IP and is a member of the UN Task Force on Innovation and Competitiveness.

Dr Manicka 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 organisations, including the National Australia Bank, Wesfarmers-Bunnings, P&O Ports, Water Corporation of Western Australia (WA) and the WA Department of Commerce and Trade.

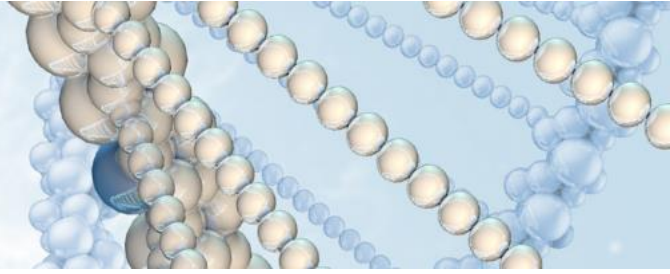
Founder and President of GICC. Dr Martin invented Path-Away® and has conducted over 4,000 assessments for chemical biological, bacterial and viral contamination. He pioneered the concept of "Prophylactic Air Management for Pathogen Control" and has an extensive list of publications and peer reviewed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

Directors Chan Heng Fai and Blair Michelson retired from the board on 28 June 2021

Positive Outlook

Improved 2021 results expected



- ✓ **Improving Outlook:** YTD trading conditions show marked improvement over 2020
- ✓ **Expanding Margins:** Profit margins expected to improve on 2020 due to cost optimisation and organic growth
- ✓ **Positive Tailwinds:** Global trends supportive of further growth over medium- to longer-term for all divisions
- ✓ **Sufficiently Resourced:** funded to execute on current growth plans

Healthy Food

- Improved demand for GI-Lite™ and 80Less™
- Growing consumer focus on healthier foods to drive growth
- Early trials with other food manufacturers ongoing

Infection Control

- Additional growth opportunities from new products (M3, Nasal Balm)
- Test kits business expanded to offer full range

Dietary Supplements

- 1H 2020 sales up 9% pcp
- New products contributing to growth
- Will remain significant cash generator for Holista

Ovine Collagen

- Mutiara deal on track
- Major plant expansion if agreement becomes binding
- Capex fully funded from customer deposits, grants and internal resources

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update@holistaco.com

Thank You

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