



APRIL 30, 2021

Q3 FY21 Investor Update

www.ForbiddenFoods.com.au



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Our Strategy

Our Mission

To create healthy and nutritious products that engage, delight and inspire health conscious consumers, drive value for our stakeholders, and encapsulate our core values of innovation, authenticity, quality and sustainability.



Our Vision

To feed the world with the world's best!



Our Focus

Realising the potential in our brands through

- Releasing products our customers will love
- Offer a world-class customer experience with our brands
- Build a global supply chain to share our Australian origin story



Our Brands

Forbidden Foods offers two key brands with broad appeal in fast growing global segments.



Infant & Toddler Health & Nutrition

FUNCH®

FUNCH products help children love, enjoy and discover food, and empower parents to feel satisfied! Range includes Australian Made Baby Puree & Cereals and Family Snacking range of mixes.

www.FUNCH.com.au



Plant-Based Health Foods

sensory mill®

Sensory Mill provides the very best of plant-based foods – from exotic, weird and wonderful ingredients through to mixes and healthy beverages.

www.SensoryMill.com.au



Our Journey Since IPO

Initial Public Offering

August 31st, 2020

Forbidden Foods Limited lists on ASX, raising \$6m via IPO.
30 million shares at \$0.20

FUNCH Baby Foods ranged in Baby Bunting

December 3rd, 2020

The full range of 7 Funch Baby Foods SKU's ranged in all 58
stores nationally

Flagship Tmall Store launched in China

February 2nd, 2021

In collaboration with Alibaba FUNCH launched its baby foods on
a flagship T-mall store exposing it to 881 million monthly users

FUNCH & Sensory Mill ranged with Foodworks/AUR

October 19th, 2020

20 SKU's accepted into Foodworks/AUR 500 store network

FUNCH ranged with Pharmacy Alliance

February 2nd, 2021

The full range of FUNCH baby food gained ranging acceptance
into Pharmacy Alliance member stores. Distributed via Sigma
Health care.

Highlights Q3 - FY21

Store Reach
via Partners



4500+

Forbidden Foods has grown its store reach from 3500+ stores to 4500+ stores with the added customers of Sigma Health Care (Pharmacy) & Baby Bunting (Specialty Retail).

Tmall Orders



500+

500+ Tmall Orders fulfilled in China since launch. Compound monthly growth rate of 273%.

Retail Sales
Growth



25% Up

Retail and E-commerce revenue increased 25% quarter on quarter.

Cash Receipts



13% Up

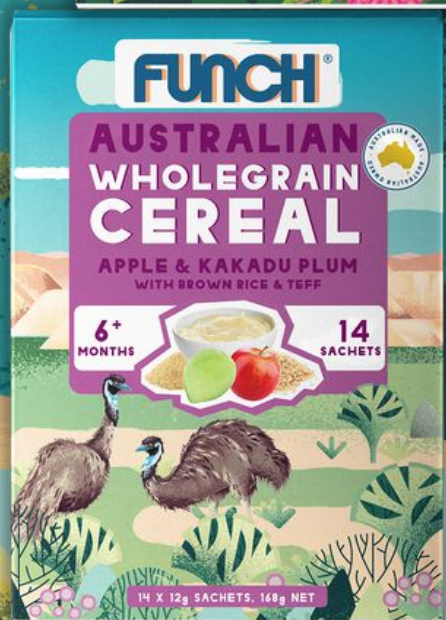
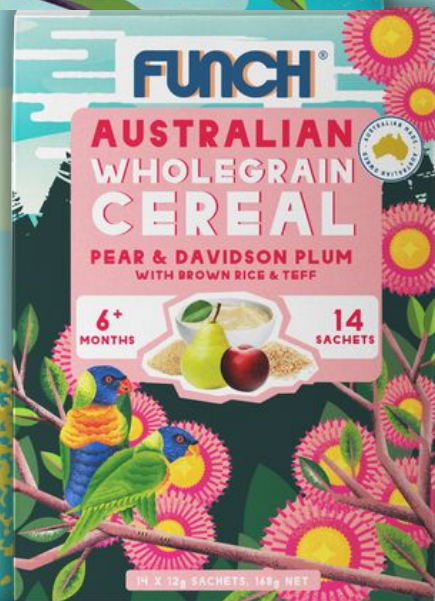
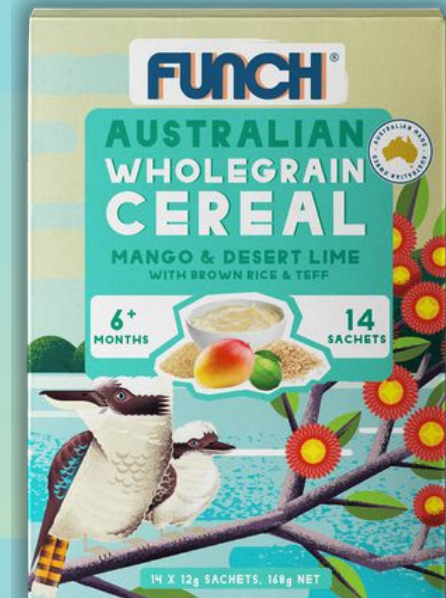
Cash receipts from customers of \$1.07 million in Q3 FY21.

Cash & Cash
Equivalents



\$1.74m

Cash and cash equivalents at end of Q3 FY21 was \$1.74 million.



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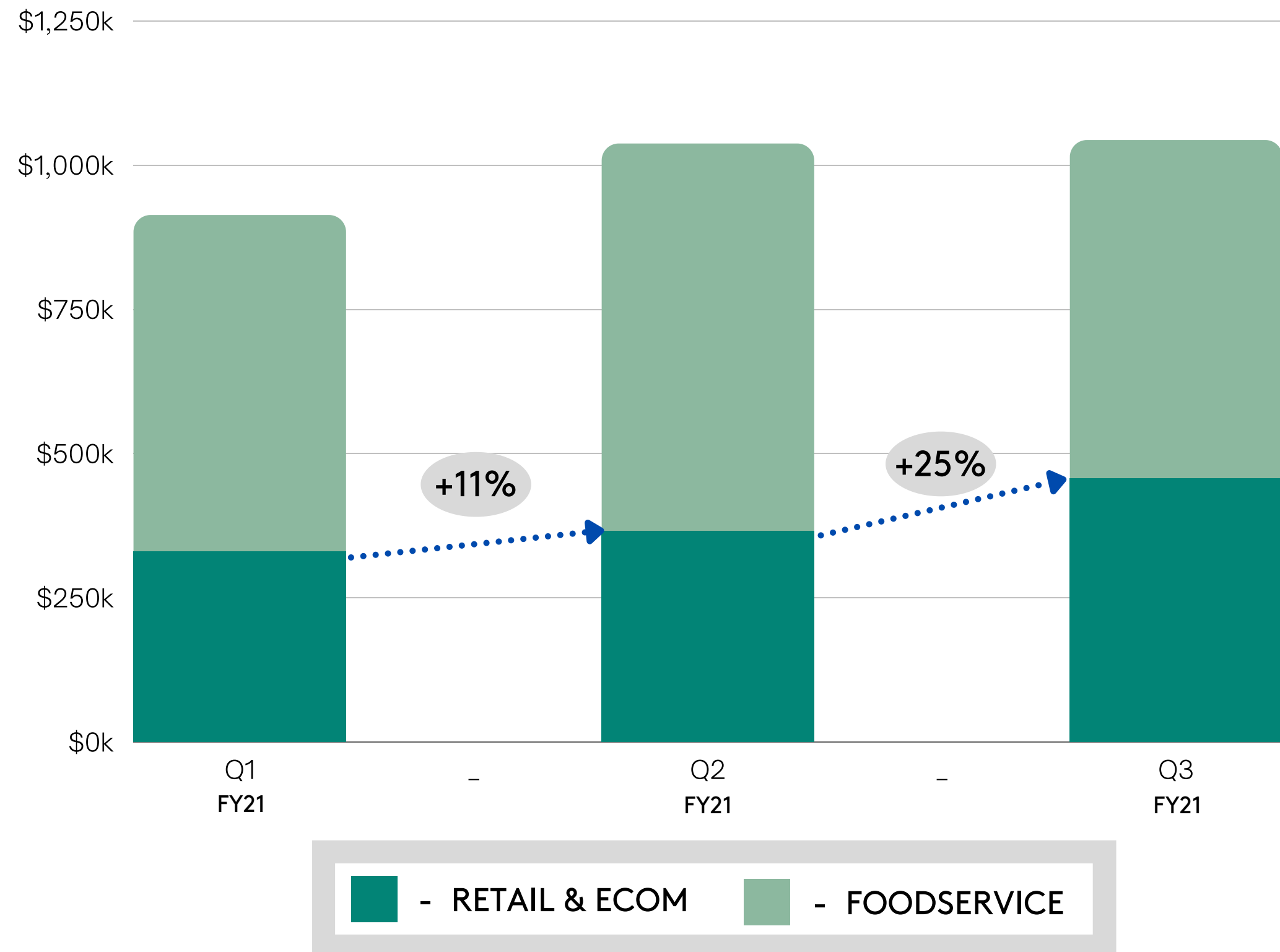
Revenue By Channel

Retail & E-commerce

Forbidden Foods has been improving its branded retail and E-commerce business with sales increasing in Q3 by 25%.

Foodservice

COVID-19 has continued to impact foodservice with revenue decreasing in Q3 by 13% attributed to lower business confidence in the restaurant industry.¹



Our Key Strategies For FY21

01

Enter China & South-East Asia

02

Build a world-class E-commerce offering

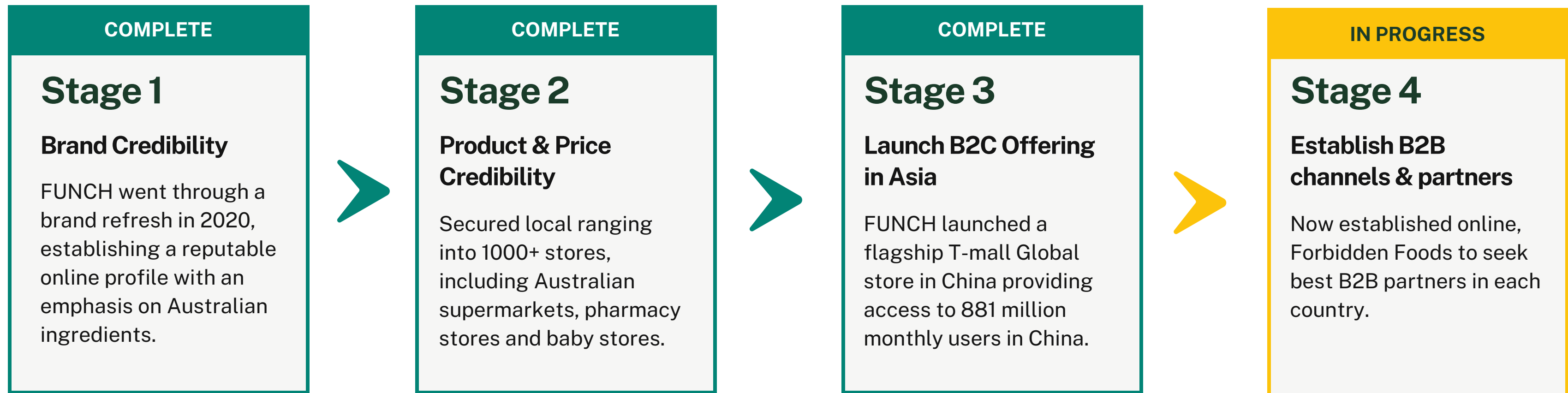
03

Deliver innovation that is going to excite

China & South-East Asia

Entry Strategy

Forbidden Foods has a clear strategy to successfully roll out its FUNCH brand in China & South-East Asia. The company has staged its market penetration strategy to ensure a smooth entry into the market while retaining its brand and product quality which assists in maintaining sustainable margins for the company.



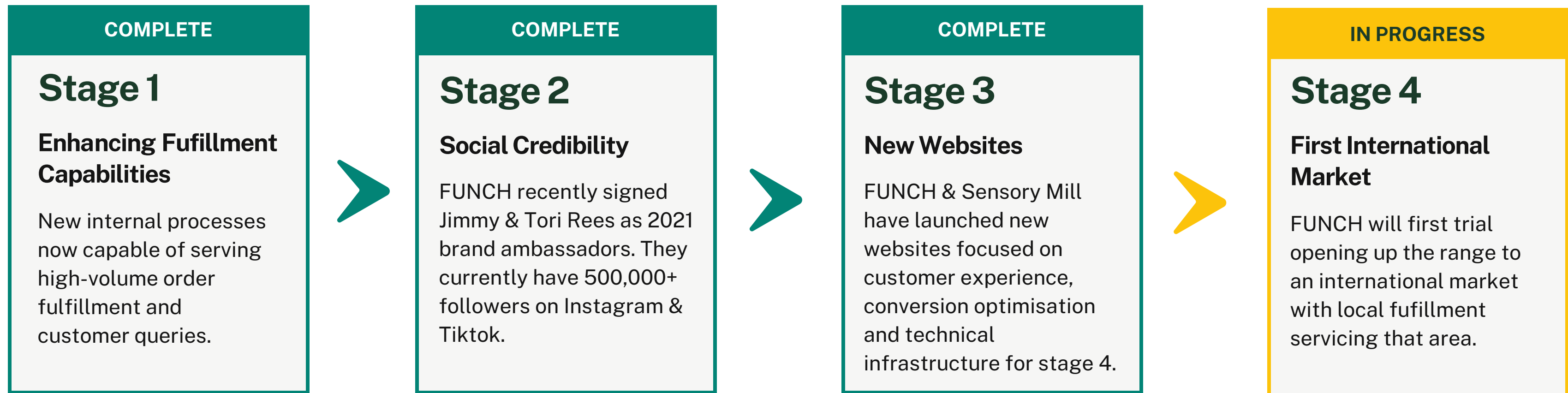
T-Mall China Launch

Forbidden Foods partnered with Yaru Ventures (China & South-East Asia Marketing Specialists) to launch FUNCH onto T-Mall. The opportunity was to capture a share of the USD\$89 billion in revenue derived from cross border E-commerce exports to China. The launch was supported through local influencers and key-opinion-leaders (KOLs).



E-Commerce Strategy

Forbidden Foods values the importance of owning the relationship with its customer so it can offer a richer brand experience to increase loyalty and stickiness.



Highlight STAGE 3



New Website Launch

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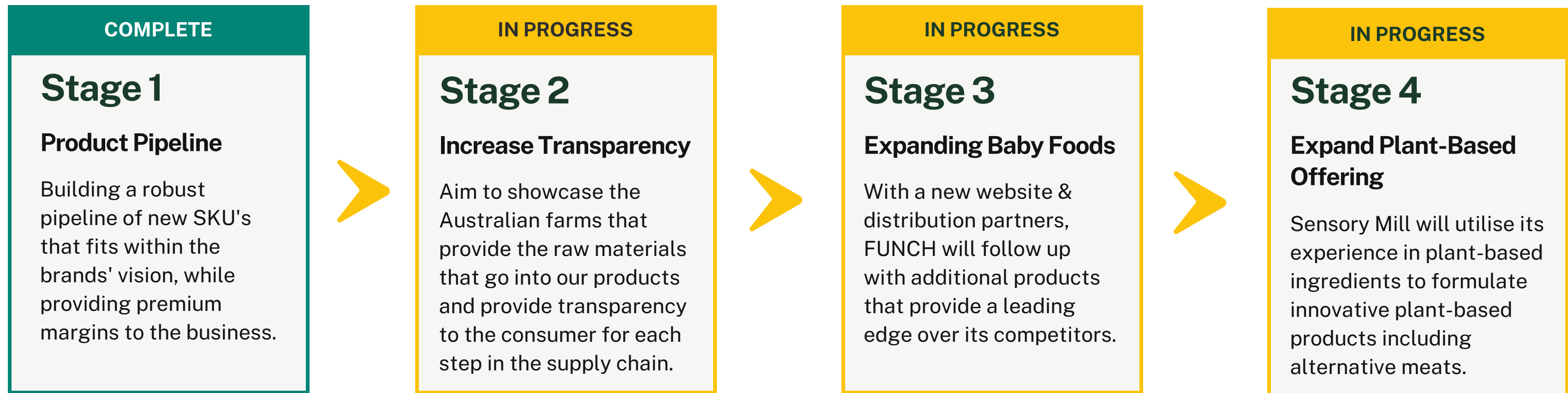
Australians spent \$44.18 billion on online retail in 2020, a level that is approximately 12.6% of the total retail trade estimate.²

FUNCH & Sensory Mill have modernised its offering to improve customer experience and optimise conversion rates through its online acquisition programs. Back end infrastructure was improved to not only appeal to Australian online consumers, but to ensure the website had the capability to launch seamlessly into additional international markets.

2. NAB Online Retail Sales Index - Feb 4, 2021

Innovation That Will Excite Strategy

Forbidden Foods is serious about quality and passionate about innovation. We consume the products we make and we will continue to expand the range and aim to lead the category in premium innovations and premium margins.



Highlight
STAGE 2

Paddock-To-Pouch Showcase

COVID-19 pandemic has resulted in more consumers wanting information about the origin of products and safe handling of products along the supply chain.

Forbidden Foods is working towards having a more transparent supply chain with its consumers. This will be achieved through showcasing the origin of ingredients through content creation on our website and also marketing materials.

FUNCH held a Paddock-To-Pouch showcase with a number of international guests, customers and influencers with the goal of increasing transparency. The day highlighted the Australian manufacturers, farms and ingredients that make up the FUNCH baby foods. The event was live-streamed to 40,000 viewers on the day promoted by David Gulasi (pictured bottom right) who is a leading influencer internationally.



Our Path to \$20m Revenue and Beyond

Our Starting Point

- 50+ Products in our range
- Access to 4500+ stores
- 5 Countries Serviced via B2B
- 2 Countries Serviced via B2C
- 1 Cross-Border E-commerce Store

Present ➤ Future

- 100+ Products in our range
- Access to 10,000+ stores
- 7 Countries Serviced via B2B
- 4 Countries Serviced via B2C
- 4 Cross-Border E-commerce Stores

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Thank You

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