



AGM - Presentation

Wednesday 1st November 2023



Fix, Reset & Grow



Fix the foundations

- Balance sheet, Governance, Controls & Capability

Reset the strategy and baseline

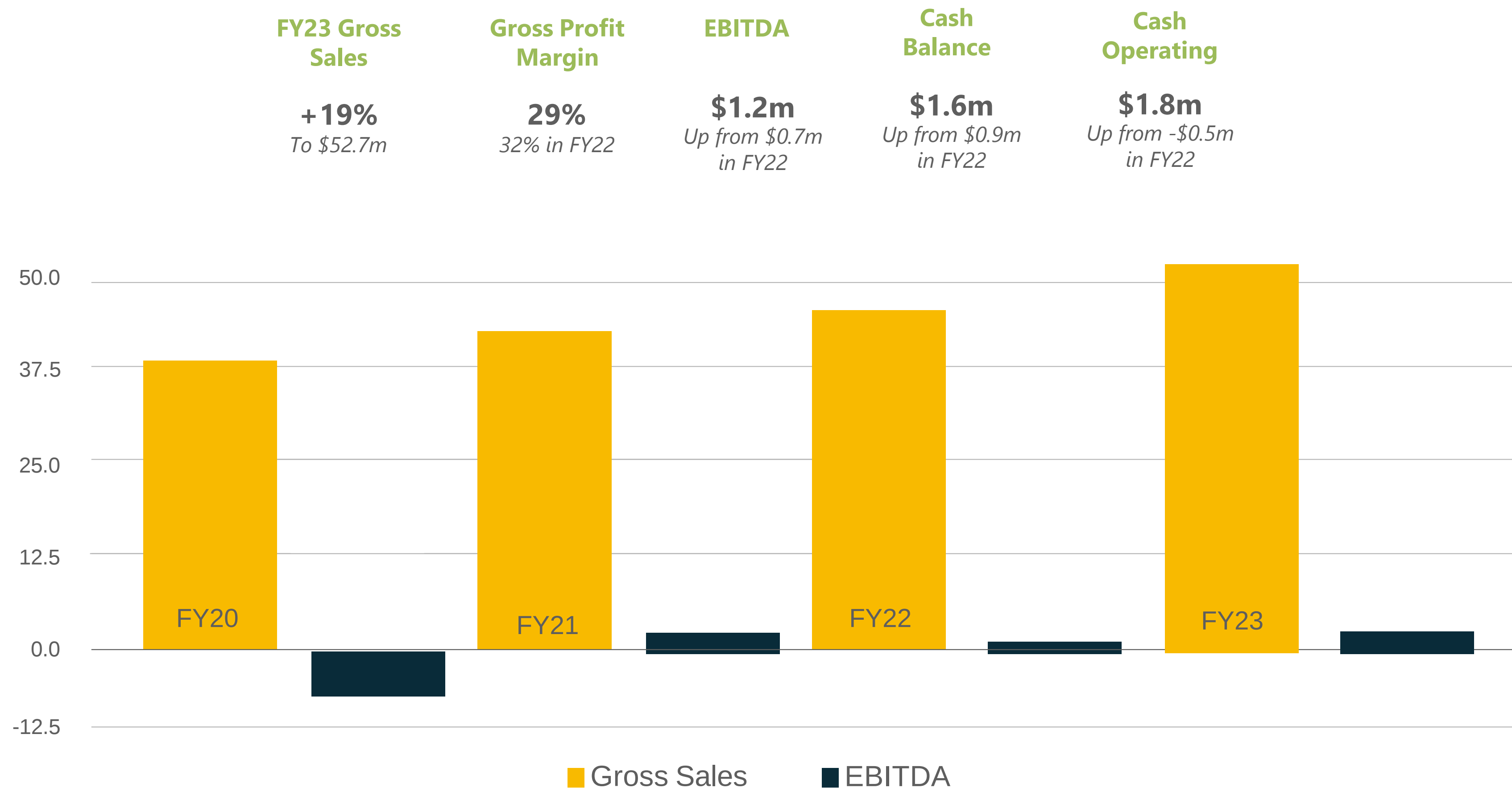
- Protect the brand, re-establish relationships and the path forward

Grow the business

- Grow through innovation, distribution and market synergies, position the business for success

FY23, A year of growth

Sales/EBITDA



FY24 & Beyond – Revenue Streams



Innovation

- Juice Lab range growth, OBL range growth

Distribution

- Petrol & Convenience, Industrial, Export

Whole Fruit

- Peel, pectin, fibre & oils



FY24 & Beyond – Capability & Market Climate



Capability

Shelf Life

- Aseptic bulk & bottle

Capacity

- Improved output via capital investment

Market Climate

- Ability to offset rising costs with efficiencies and growth



FY24 & Beyond – The Horizon



Horizon 1 FY22-23

Profitably grow base juice business

- Grow base juice business, develop Original Juice Co brand
- Roll out Juice Lab wellness offering
- Fix balance Sheet, cash, governance & controls
- Secure supply of fruit at competitive prices
- Build our internal people capabilities
- Ongoing performance improvements to deliver year on year cost savings

Horizon 2 FY23-24

Launch extended offering for Australian & export markets

- Domestic expansion by increasing distribution footprint
 - QSR, Foodservice, DTC, P&C
- Launch export specific ranges along with other OJC ranges ready for export
 - By-products, long-life fresh Juice & current Range
- Grow our branded portfolio
- Restructure margins via procurement and capital investment
- Increase production volumes – branded and private label
- Structure business and capabilities to best serve Chinese, UK and other export markets

Horizon 3 FY24+

Establish leadership position in beverage & wellness space

- Key beverage/wellness leader
- Enter new categories building off brands platforms
- Market consolidation – mergers and acquisitions

Thank You

A photograph of fresh oranges and orange slices on a white background. There are two whole oranges, one in the upper right and one in the lower center. There are also several orange slices: a large half-slice in the upper left, a smaller wedge in the lower left, and another half-slice in the lower center. Green leaves are scattered around the oranges.

**The Original Juice Co. Board
thank you for your
attendance & support**