

BIOME | AUSTRALIA
GROUP

November 2024

Company Presentation

Blair Vega Norfolk, Founder & Managing Director

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About Biome Australia

Biome Australia (ASX: BIO) is focused on becoming a global leader in the complementary medicine industry, offering clinically-proven, condition-specific probiotic products fueled by novel clinical research programs to cement and extend the evidence base of its probiotic products.

Activated Probiotics, Biome's flagship range of novel live-biotherapeutics (probiotics), was created in partnership with world leading organisations in microbiome research and utilises innovative delivery technologies that improves their stability and efficacy.

Biome has a B Corporation certification, a designation that a business is meeting high standards of verified performance, accountability and transparency.





Our mission

To prevent disease, improve health outcomes and quality of life, and make our products accessible to all



02. Activated Probiotics Range



Activated Probiotics

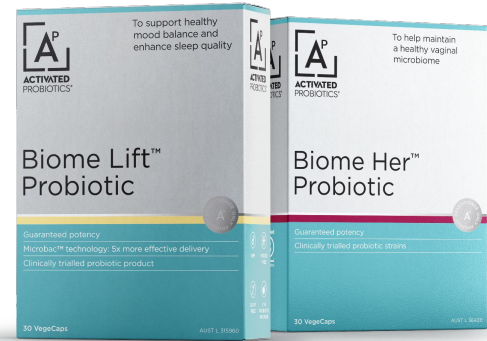
Practitioners & Pharmacies

CONSUMER BENEFITS

5x more effective delivery — Microbac™ technology

Shelf-stable

Clinically documented probiotic strains



Biome Lift™	Biome Osteo™	Biome Prenatal+™	Biome Daily™	Biome Recovery™
Biome Baby™	Biome Lax™	Biome Eczema™	Biome IBS™	Biome Dental™
Biome Daily Kids™	Biome Cholesterol™	Biome Iron+™	Biome Advanced™	
Biome Breathe™	Biome Her™	Biome Acne™		

01. Business Highlights

Biome Business Highlights

Over **5,000 distribution points (Aus)** following successful launch with Priceline Pharmacy

Average shopper ~**2 units per transaction** and 6 visits per year in pharmacy (Terry White Scan data)

#1 growth Practitioner-Only brand in Australian Healthcare Practitioner (HCP) Market (Retail scan sales and wholesaler data)

Activated Probiotics **#1 growth brand in category** in TerryWhite and Priceline Pharmacy

Activated Probiotics **#1 growth brand** with Symbion, API Wholesale and entire pharmacy market (VMS)

Successfully launched **EU business** and commenced launch into North America via **Canada**

03. Distribution and Sales Model

Training and Education Driven Sales Model - Practitioner Only

Unique Education and Service Model Drives Sales in Australia, UK and NZ

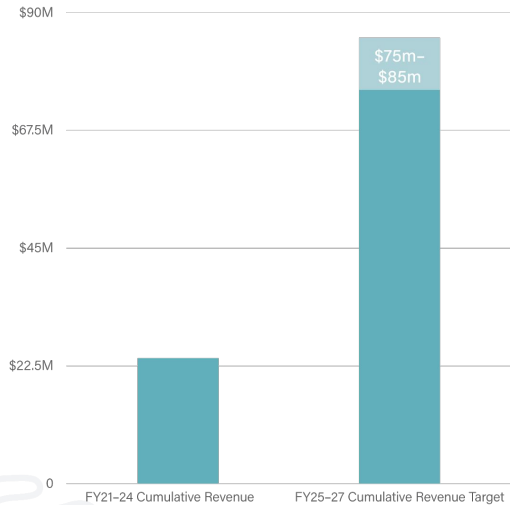
Education and Service Support

- The Biome sales team is a mix of health qualified practitioner education consultants and territory managers
- Practitioner education consultants undertake high level product detailing and training in community pharmacy and with independent health practitioners
- High quality training and education develops stronger trust and relationships with health practitioners
- Biomes support leads to active recommendations of Biome Australia products
- Digital educational content and assets effectively support the national sales team in servicing practitioner markets
- Health Clinics are provided to key accounts to gain trust and develop existing accounts



04. Vision 27

Vision 27



Revenue Growth

Biome has a three year cumulative sales revenue target of up to \$85m. (\$75m-\$85m for FY25-FY27)

1. Distribution Growth & Business Development

- Grow the existing 5000 (~40% TAM for distribution) Australian distribution points (Pharmacy and Practitioner) to 8000 (~67% TAM for distribution)
- Business development in underdeveloped accounts
- Co-prescribing / adjunct prescribing dispensary opportunity in developed accounts (330m prescriptions or opportunities in pharmacy per year in 2024)

2. International Market Acceptance and Growth

- Gain traction and brand recognition as well as meaningful sales volume in both European and North American markets
 - Further European geographies are under review for future launches
 - North America (Canada) is set for test market launch in FY25 after Biome received initial Health Canada approvals in Q4 FY24
 - Distribution deal signed with Ecotrend Ecologics (Canada)

Vision 27

Bring Activated Probiotics to the mainstream market as a significant probiotic brand locally and abroad.



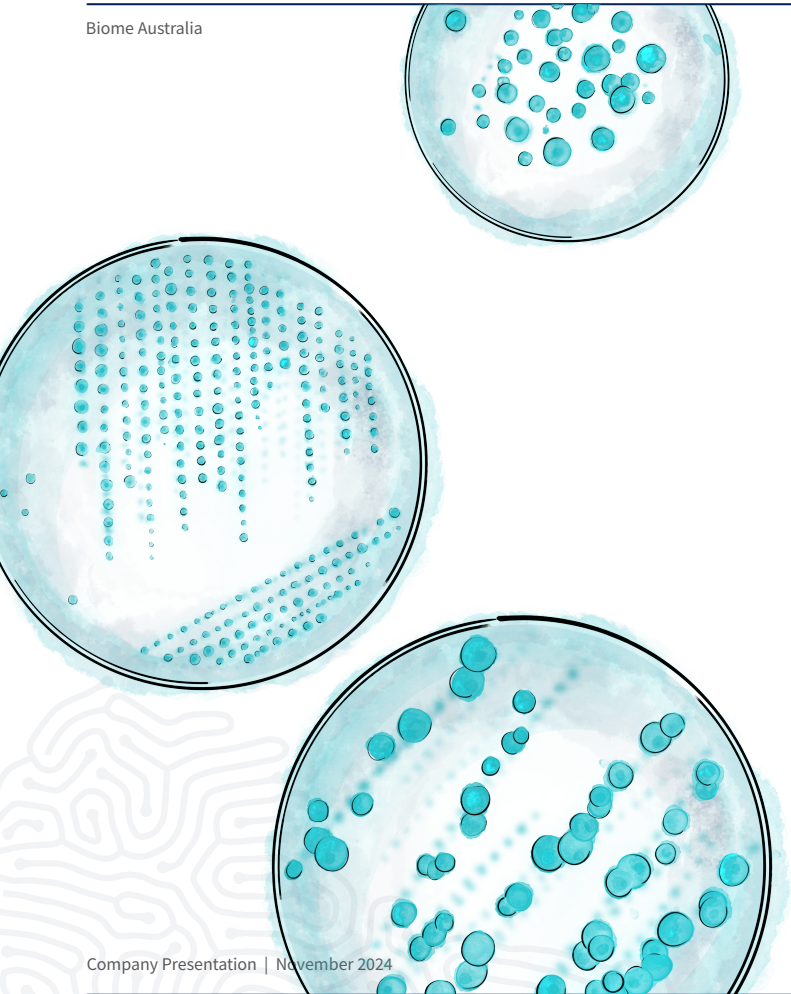
3. Supply Chain

- Identification and viability analysis of a novel probiotic strain that is proprietary to Biome
 - *Lactobacillus plantarum BMB18*
 - Supporting new product development and further protection from competition
- Actively reviewing opportunities to optimise production run and production timing

4. New Brand and Product Range

- *Activated Therapeutics* and Product Range Launch in H2 FY25

03. IP Development



BMB18

Biome has executed an agreement to develop a Biome owned novel probiotic strain

- *Lactobacillus plantarum* BMB18

Biome has successfully completed the identification, commercial validation and initial characterisation of the probiotic strain *Lactobacillus plantarum* BMB18

The strain has been lodged with the German culture bank DSMZ

Transfer of the intellectual property, BMB18, to Biome will take place in the coming weeks from *Biome's* R&D partner

This new IP will strengthen *Biome's* advantage in probiotic product development and increase protection from competition

Long term asset, once developed will add material value to Biome's balance sheet

05. International Markets



Canada — North America

International markets grow 95% to reach ~\$895k in sales revenue for FY24

- Health Canada Approvals received in H2 FY24 (12/17 Activated Probiotics products)
- Test market launch successful with Ecotrend In Q1 FY25
- First territory manager hired in Ontario (Toronto) in November 2024
- Move to official market launch from November 2024

06. New Product Development



Summary

- FY24 Sales Revenue \$13.01m, up 80%
 - Q1 FY25 Sales Revenue \$4.25m (new record)
 - Q1 \$122,000 EBITDA (adjusted for non-cash, share-based payments)
 - 2H FY24 \$287,000 EBITDA (adjusted for non-cash, share-based payments)
 - Gross Margin exceeded ~61%
 - \$2.67m cash balance at September 30 2024
 - Over 5,000 distribution points (Aus)
 - EU market launched and Canadian market launch underway
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- FY25 Q1 pharmacy same stores sales up 68% (vs PCP)
 - Three ongoing clinical trials on key products
 - Average shopper ~2 units per transaction and 6 visits per year in pharmacy (Terry White CM)
 - Activated Probiotics #1 growth brand in TerryWhite and Priceline Pharmacy
 - Activated Probiotics #1 growth with Symbion & API
 - Delivering \$50,000+ per sqm gross margin return on floor space in key accounts
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BIOME | AUSTRALIA GROUP

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Corporation