



Pure Foods Tasmania AGM 2025

Annual General Meeting | 21 May 2026

Reset.Discipline.Growth.

7

Premium Brands

2,000+

Retail Locations

TAS

Proudly Tasmanian

Who is PFT – Tasmanian Premium Food Platform

ASX: PFT ●

Building Australia's premier food ecosystem with 8 premium brands

Our Strategy

Build
Acquire & Scale

Grow
Organically

Leverage
Infrastructure

Build, acquire, scale brands
Creating a portfolio of premium Tasmanian food brands

Increase distribution
Expanding retail footprint across Australia and Internationally

Leverage manufacturing infrastructure
Utilising existing production capabilities

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Premium Brands

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Retail Locations

TAS
Proudly Tasmanian

Our Brands 2 New Acquisitions



- Woodbridge Smokehouse**
Smoked Salmon
- Tasmanian Pâté**
Premium Pâtés
- Daly Potato Co.**
Potato Products
- Cashew Creamery**
Plant-Based Ice Cream
- Elato** NEW
Ice Cream Division
- Brilliant Food Australia** NEW
Premium Brand
- Homestead Pate**
Premium Pâtés

Why the AGM is Delayed & ASX & ASIC Compliance

ASX: PFT •

Transparent timeline and governance improvements

🕒 Timeline Context

-  **August EGM**
Shareholder loan conversion, Capital Raise ✓ Completed
-  **ASX Breach**
Incorrect allocation of shares and options identified ✓ Completed
-  **Solution Period incl ASIC**
November → April ✓ Completed
-  **Finalisation**
Required to finalise matters before AGM ✓ Completed

🛡️ ASX and ASIC Feedback & Compliance

-  **Ongoing engagement**
Regular communication and compliance reporting
-  **Strengthening governance frameworks**
Enhanced internal controls and processes
-  **Focus on discipline and reporting**
Improved financial reporting standards

Cost Reductions & Key Actions Taken

Operational improvements and strategic restructuring

Cost Reductions & Learnings



Removed unprofitable SKUs

Streamlined product portfolio



Reduced overheads

Lowered operational expenses



Fixed operational inefficiencies

Optimised processes



Addressed equipment issues

Improved maintenance



Managed freight and input cost pressures

Key Actions Taken



SKU rationalisation

Streamlined product portfolio to focus on profitable items



Team restructuring

Optimised organisational structure for efficiency



Reduced high-interest debt

Improved financial position through debt reduction



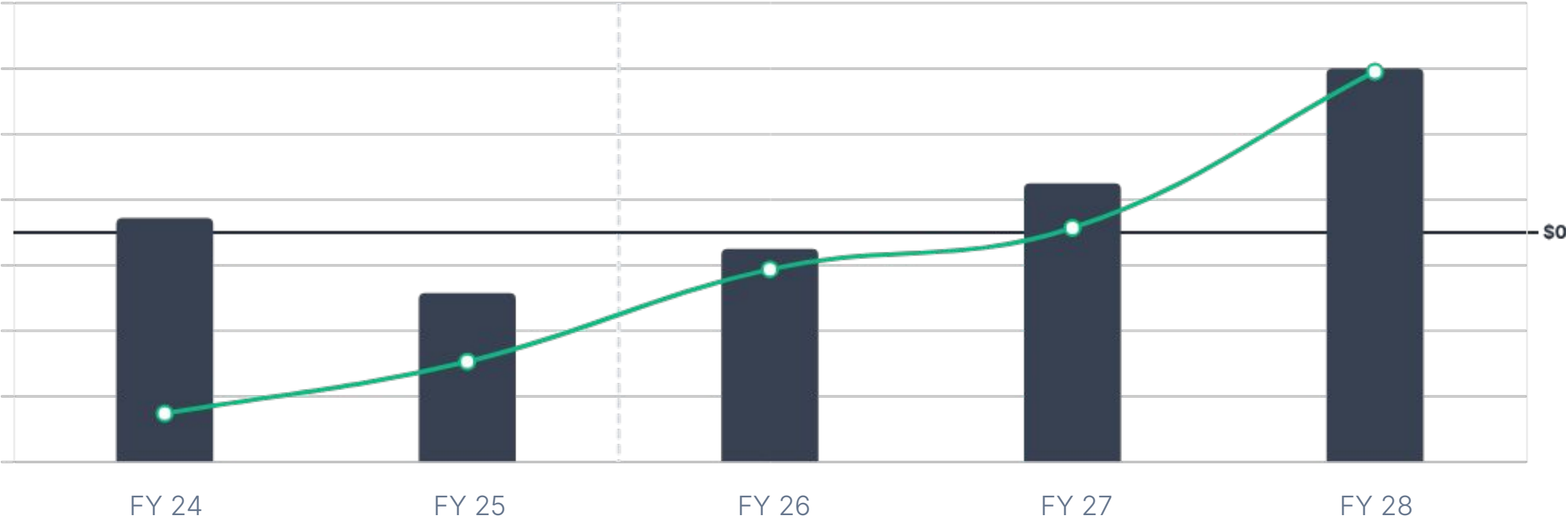
Simplified operations

Streamlined processes and workflows

Path to Profitability

ASX: PFT ●

Revenue growth and disciplined cost control driving improved financial outcomes



AI-Enabled Sales & Marketing

ASX: PFT

Real-time visibility across SKU performance, margins, and promotional effectiveness

Dashboard Implementation



Distributors & Partners

Real-time visibility across all products

ACTIVE



Margin Analysis

Live margin tracking by product

ACTIVE



Promotional Effectiveness

ROI tracking for campaigns

ACTIVE

Sales Performance Dashboard



Rebate Tracking

Coles / Woolworths

98%

Accuracy

Key Benefits

10x

Faster Decisions

90%

Better Visibility

15%

Cost Reduction



This capability takes the business to another level operationally – enabling faster decision making, targeted sales execution, and better alignment between sales, production, and demand.

Elato Acquisition – Premium Ice Cream Platform

ASX: PFT •

Strategic acquisition bringing world-class IP and innovation capability in-house



Infrastructure + IP
= Opportunity

🕒 Pre-Acquisition Context

Elato outsourced production

- Founded by Roz Kaldor Aroni, a world-class developer who lacked manufacturing scale.

PFT lacked IP

- We had significant ice cream equipment but needed category expertise.

👤 Strategic Rationale

All-scrip transaction

- Perfectly aligns founder incentives with PFT shareholders.

Capability brought in-house

- Unlocks premium product development and rapid category innovation.

🚀 Platform Opportunities

Creates a highly scalable platform for:

🏠 Increased Utilisation

- Of existing manufacturing infrastructure

🏪 Premium Retail

- High-margin branded products

🏭 Contract Manufacturing

- Unlocking strong new pipeline

🍴 Food Service & Innovation

- New channels and category expertise

Brilliant Food Australia – Strategic Brand Acquisition

ASX: PFT ●

Premium Tasmanian seafood brand driving higher-margin revenue



📌 Pricing Power

Products command premium retail pricing due to exceptional quality and strong Tasmanian brand equity.

🗺️ Strategic Journey

📅 Contract to Acquisition

Began as a contract manufacturing relationship in December; quickly transitioned to an acquisition.

📍 Production Relocated

Manufacturing moved from high-cost Sydney to Woodbridge, significantly improving unit economics and margins.

🏭 Facility Utilisation

Drives increased utilization of existing PFT manufacturing infrastructure.

📈 Growth Opportunities

📦 First order from Costco Received

- Secured deal with Costco for 350g Salmon Rilletes

📍 Victoria & Queensland Distribution

- Expanding retail footprint through multiple independent grocers across the east coast

📈 Expansion into Majors

- Active discussions underway with large retail groups to scale the brand nationally.

🎯 **Strategic Takeaway: "A strong example of PFT leveraging existing infrastructure to acquire higher-margin branded revenue."**

Expanding Our **Distribution Footprint**

ASX: PFT ●

National expansion across multiple channels and major retailers



Major Retailer Momentum

Strong product-market fit validation

Stores

300 → 800

Broader Retail Footprint



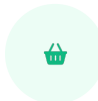
Costco

Ranging secured. Strong fit for our premium and value-added product lines.



Drakes Supermarkets

Continued expansion across their regional independent supermarket network.



IGA Rollout (Potato & Gravy)

Re-launching into the IGA network with multiple store groups already committed.



Execution is now driving footprint growth

Questions & Answers



An aerial photograph of a coastal landscape. In the foreground, there's a rocky, vegetated hillside. Below it, a large bay with clear, turquoise water is visible. A white sandy beach curves along the inner edge of the bay. In the background, there are several large, dark mountains under a clear sky. The overall scene is bright and scenic.

Thank You