

**ASX Announcement**  
**10 September 2020**

## **Investor Webinar on pending acquisition of Daly Potato Company Pty Ltd business**

Pure Foods Tasmania Limited (“Pure Foods” or the “Company”) (ASX code: PFT) is pleased to invite investors and shareholders to an online Investor Briefing. Managing Director, Michael Cooper and Susie Daly from Daly Potato Company Pty Ltd will be providing an update to the market on the recently announced acquisition.

### **Details of the event are as follows:**

**Event:** Pure Foods Tasmania Limited Investor Briefing

**Presenters:** Michael Cooper (Managing Director) and Susie Daly (Daly Potato Company Pty Ltd)

**Time:** Monday 14<sup>th</sup> September 2020, 11.00am (AEST)

**Where:** Zoom Webinar, details to be provided upon registration

To register your interest for the webinar, please click through to the link below:

[https://us02web.zoom.us/webinar/register/WN\\_KIMPypWgSjORR1a48QsJow](https://us02web.zoom.us/webinar/register/WN_KIMPypWgSjORR1a48QsJow)

Participants will be able to submit questions via the Panel throughout the webinar, however, given we are expecting a large number of attendees we encourage shareholders to send through questions via email beforehand to the Company via Investor and Media Relations manager Jane Morgan at [jane@janemorganmanagement.com.au](mailto:jane@janemorganmanagement.com.au)

### **HIGHLIGHTS**

- **Secures PFT move into \$1Billion Australian prepared meals market;**
- **DPC recorded \$2M sales revenue in FY20;**
- **National footprint through major retail chains, including opening the doors with Coles & Metcash which Pure Foods Tasmania currently does not trade with;**
- **Launch of several new products in FY21 expected to significantly increase revenue;**
- **Mayonnaise is produced in-house for all Daly products and potentially is the basis for a range of new premium mayonnaise-based products;**
- **Expands “meal solutions” and “vegan” product options;**
- **Synergistic benefits through combined distribution, IP sharing and substantial costs savings following consolidation;**

- Family backs itself with ~78% of purchase price to be paid in PFT scrip, based on current share price;
- Potential to achieve the same operating margins as Tas Pate (25%+ EBITDA margin in FY20).

[www.dalypotatoco.com.au](http://www.dalypotatoco.com.au)



## ABOUT PFT

Pure Foods Tasmania Pty Ltd (PFT) was formed in 2015 with the aim to acquire, grow and develop premium food businesses in Tasmania. To date and in line with this strategy, PFT has acquired two businesses: Tas Pate and Woodbridge Smokehouse (smoked salmon and trout). The Company listed on the ASX on 30 April 2020.

- Ends -

This announcement has been authorised and approved by the Board of PFT.

For investor, media or other enquiries please contact:

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## FORWARD LOOKING STATEMENTS

This announcement contains certain forward-looking statements that are based upon information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in or implied by, these forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of Pure Foods Tasmania Limited. These factors may cause actual results to differ materially from those expressed in this announcement.