



CEO Presentation

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28/07/2017

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CEO

Science / R & D

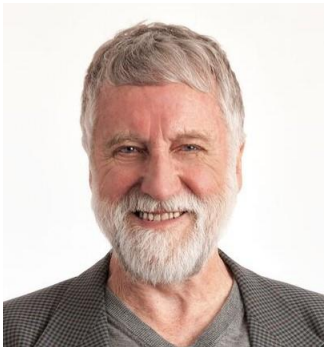
Finance & logistics

Marketing

Manufacturing

Business Development

Quality



Professor John
Tagg

Presentation topics

1. Market opportunity
2. Positioned for sustainable profitable growth
3. Future focus



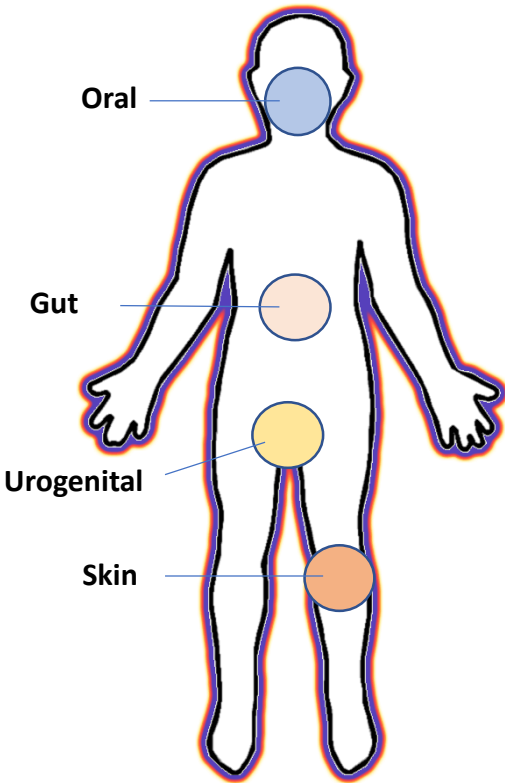
1. The market opportunity

- Market drivers
- Addressable market
- The Blis Value proposition



Market Drivers

The Human Microbiome – An explosion of science and interest

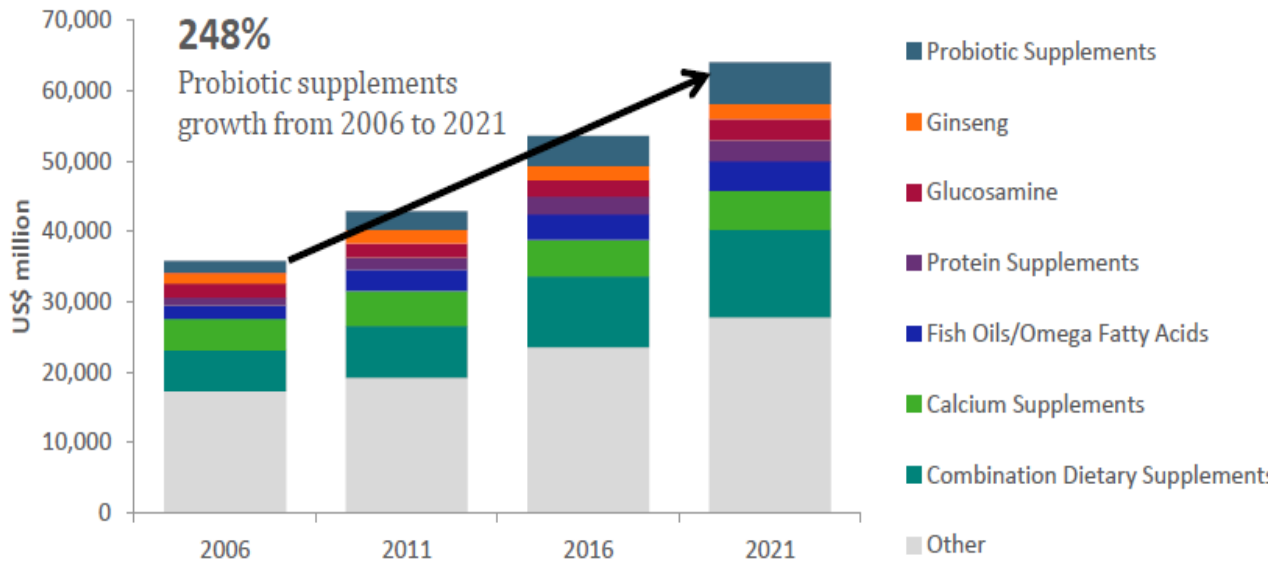


Human Microbiome – The community of bacteria that live on and in the Human body

The microbiome plays a major role in health and disease and represents a target for diagnostics and therapeutics

Dietary supplements growth – Probiotics stand out performance

Dietary Supplements – Retail Value 2006-2021



The Human Microbiome



- An explosion of science and interest
- Probiotics represent an accepted approach influencing the microbiome and delivering health benefits
- Gut – Crowded market with limited opportunity for differentiation
- Beyond gut – Opportunity to innovate and lead
 - Blis established leadership in Oral
 - New opportunities in Skin

Probiotic supplements growth

2016 Global Retail Value US\$

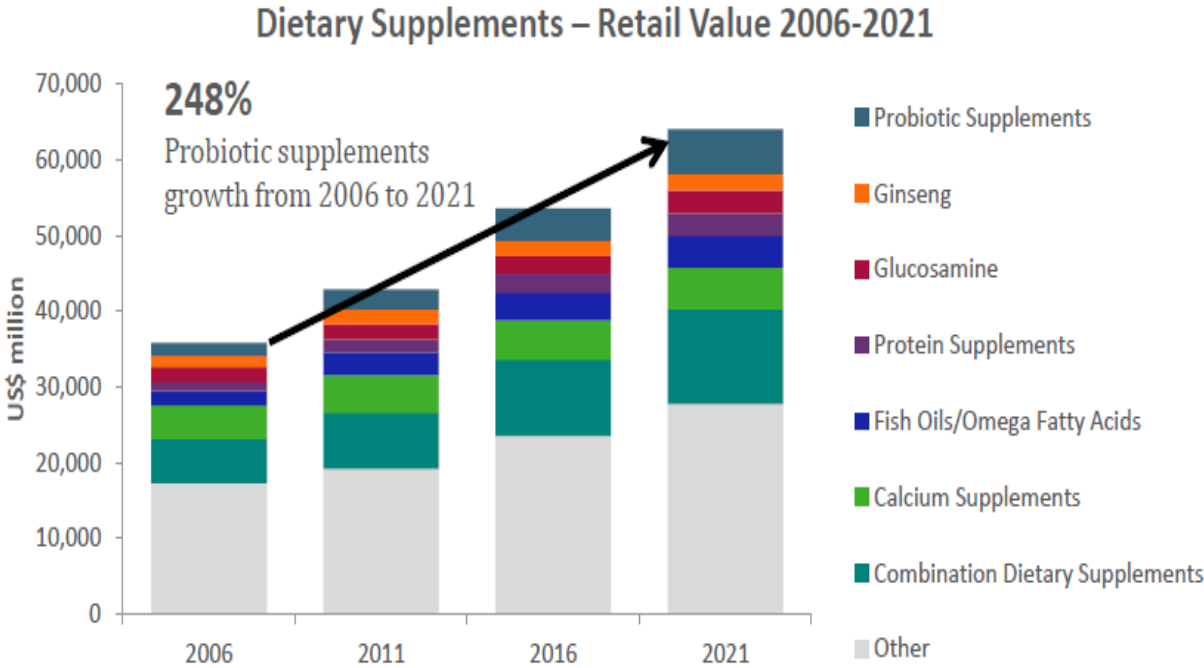
- Dietary supplements \$53 b
- **Probiotic supplements \$4.3 b**

Growth in probiotic supplements

- Global growth 2016 9%
- Forecast 38% growth 2016-2021 (+ \$1.6 b)
- Probiotics forecast to be the fastest growing category

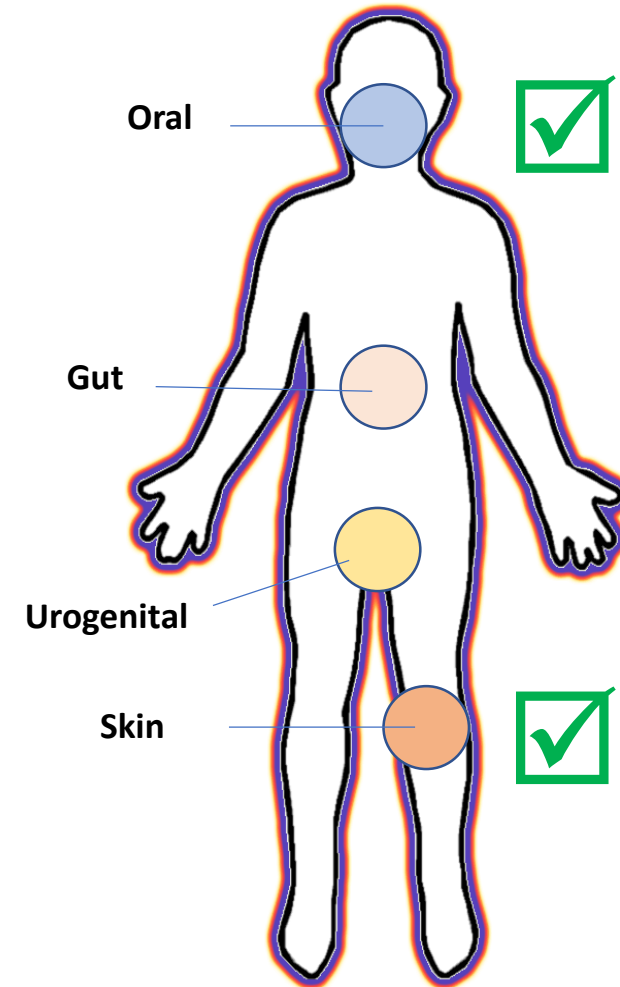
Consumer interest

- Increased consumer ownership of health and wellbeing
- Increased awareness of benefits of probiotics
 - Health Care Professionals
 - Consumers



Addressable market

- Ear, Nose and Throat
- Oral (Tooth, Gum, Halitosis)
- Skin



The BLIS Value Proposition

We are leaders in the manufacture of advanced probiotic strains that go beyond the gut

We combine innovation with a strong evidence base and the highest quality controls to develop probiotic solutions for specific health targets

BLIS[®] – Advanced Probiotic Defence

2. Positioned for sustainable profitable growth

- Highlights from FY17
 - Financial
 - Non financial foundations
- Scientific leadership



Highlights: Year ended 31 March 2017

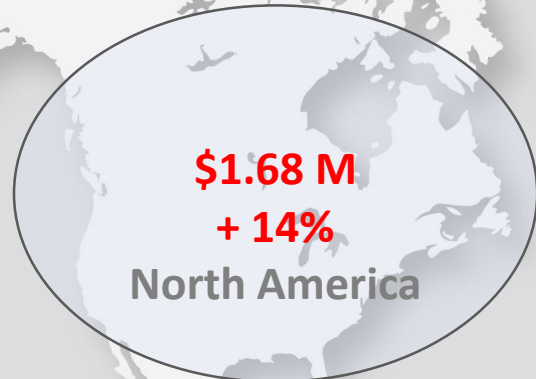
- Positive EBITDA - \$585k
 - \$845 k improvement on last year
- Net deficit of \$24 k
- 16% revenue growth
 - Revenue growth in all export markets
 - NZ retail sales growth 10%

FY2018 - May 29 2017 Guidance

“During this financial year, the company will continue to invest in growth initiatives, delivering increased turnover and a profit.”

FY17 Regional sales performance

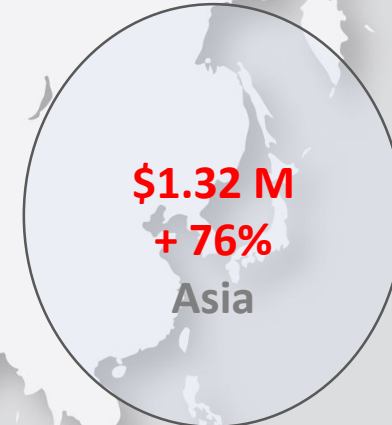
(excluding Nutritional contract manufacture)



Stratum Nutrition



Bluestone Pharma



Japan – Tradepia
China - NZPR

Total global revenue:

FY15 \$2.63 M

FY16 \$5.66 M

FY17 \$6.55 M

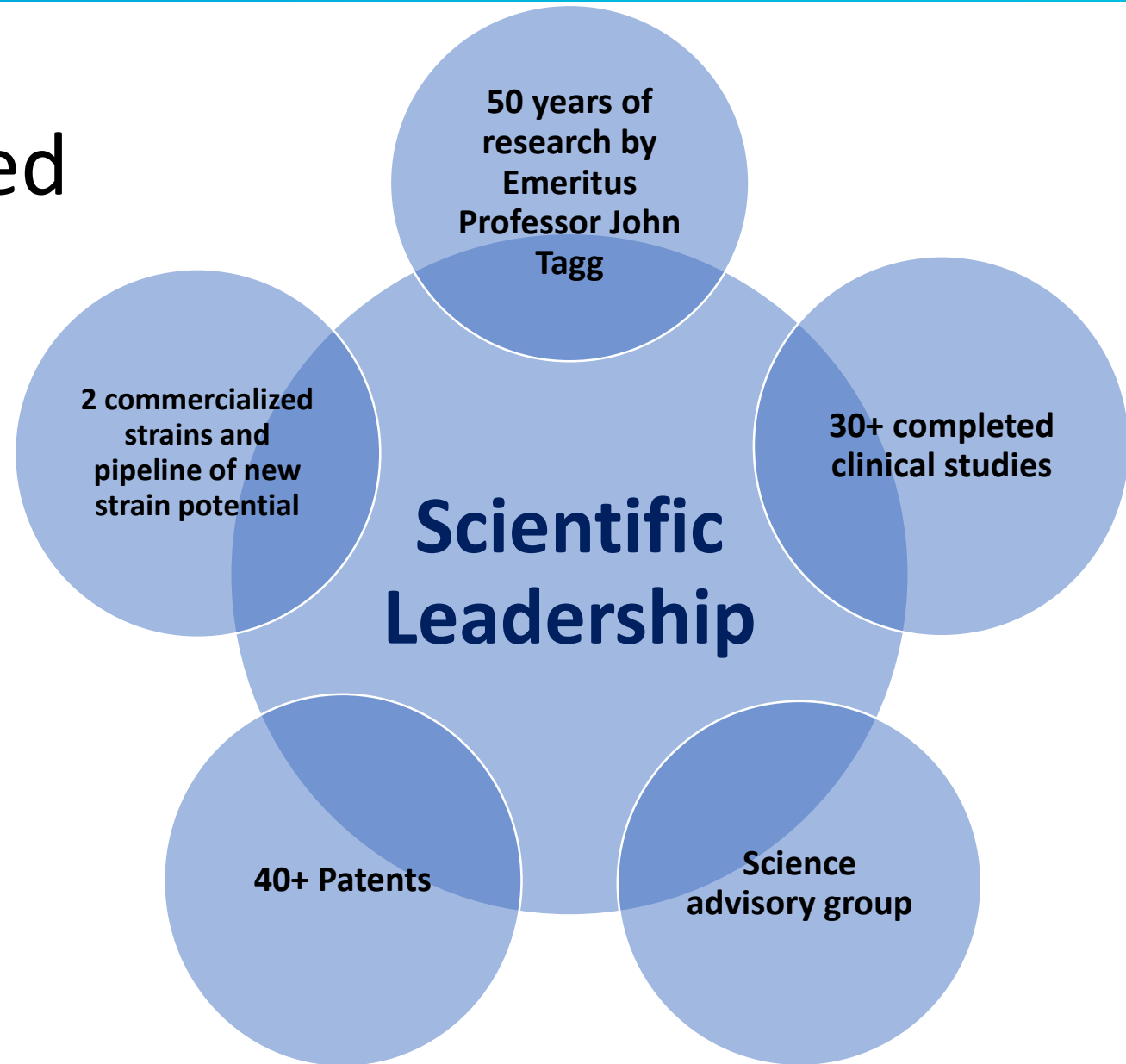


NZ – Pharmabroker, Henry Schein NZ, Pacific Health
Australia - Plunkett

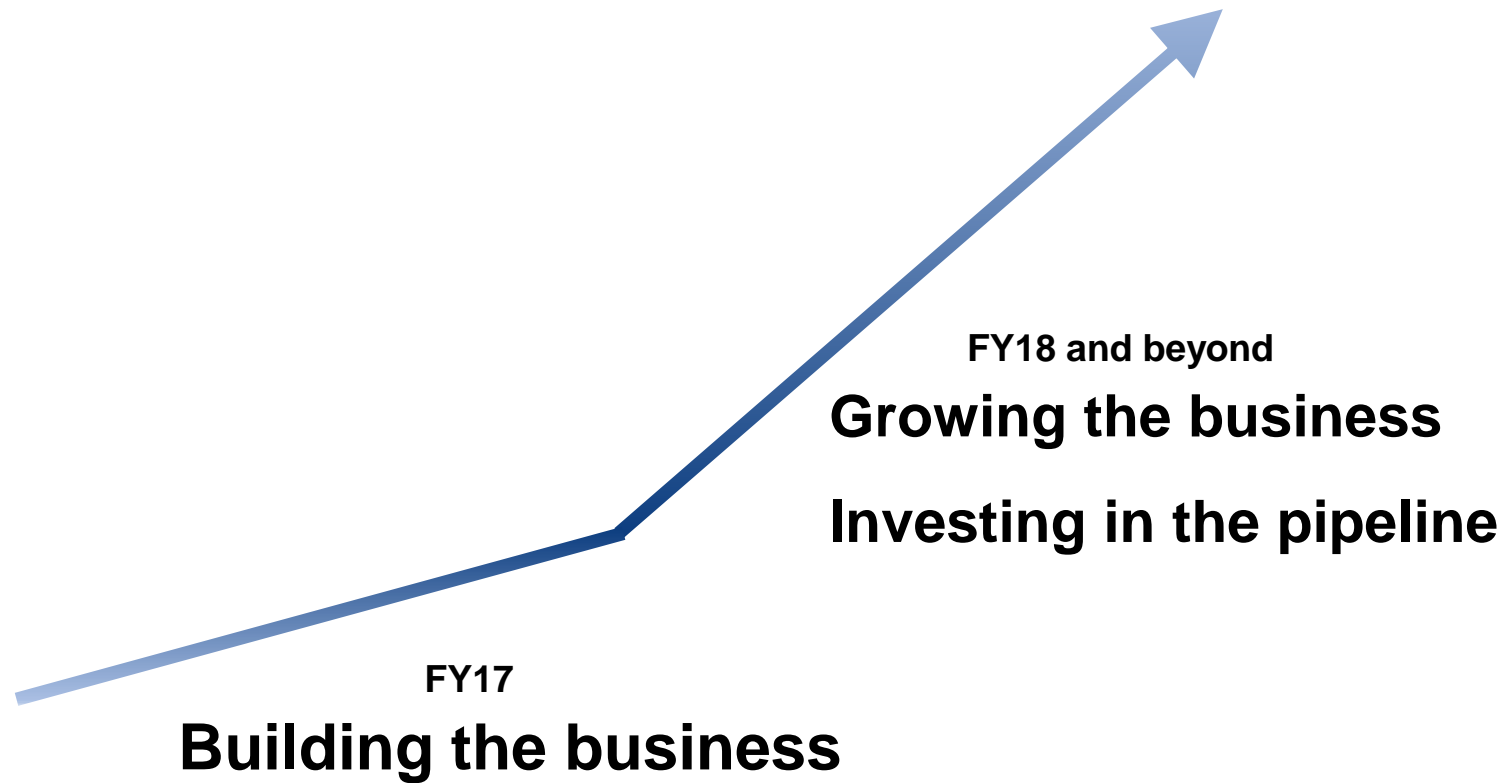
Highlights: Non financial

- Appointment of key staff
 - Chief Marketing Officer, Chief Technical Officer, Science Manager, Business Development Manager
- New product launches
 - HoneyBlis™
 - ToothGuard™ and ToothGuard™ Junior
 - BLIS ElitePro™ (targeting athletes)
- Establishment of an independent international Science Advisory Group
- Expanded distributor relationships in New Zealand
 - Dental, Health stores and allied health professions

Commercially focused scientific leadership



3. Our future focus



Marketing support & sales growth

- **Portfolio revision and launch activity**
 - Focus consistency of value proposition

- **Broader and deeper channel presence**

Building our multichannel presence

- Pharmacy
- Dental
- Health stores, allied health professionals
- On line
- **Market development priorities**
 - Australia, Canada, China, Japan

FREE SHIPPING ON ORDERS OVER \$80

LOGIN : CURRENCY NZD



CONDITIONS - ABOUT BLIS - SHOP BLIS - INVESTOR CENTRE
RESEARCH NEWS

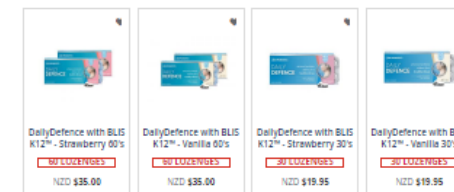
Home Shop BLIS DailyDefence

DailyDefence with BLIS K12™ - Guarding the gateway to good health.

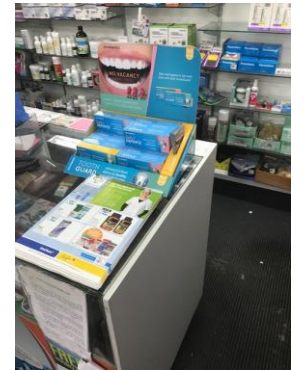
Immunity support for your body starts at the mouth and throat. Your mouth and throat (oral cavity) is home to billions of bacteria. Every day, the things you eat, drink and breathe introduce new bad bacteria that attempt to displace the natural and beneficial bacteria of your oral cavity. This can cause a change or imbalance of the beneficial bacteria in the mouth and throat, which can affect your overall health and wellbeing.

DailyDefence with BLIS K12™ is a scientifically developed oral probiotic that helps support and protect your natural immune system at the gateway to your body – the mouth and throat.

BLIS K12™ is a new generation of advanced oral probiotics, developed from a special strain of beneficial bacteria called *Streptococcus salivarius* that is found to occur naturally in the healthy mouths & throats of adults and children.



Updated web site and
online sales platform



Pharmacy counter
display Glen Innes,
Auckland



Dental Hygienist &
Therapist Conference
Wellington July 2017

Pipeline investment

- New strain development
 - Skin probiotic under development, targeting launch FY2019
 - Prioritisation and development of other strains from our library
- Novel product formats
- Ongoing clinical trials providing expanded evidence
- Market access/ Regulatory expansion
- Managing IP portfolio (patents, trade marks, trade secrets)

Thank You

