

ATLAS

PEARLS

(ASX:ATP)

AGM Presentation

NOVEMBER 20, 2018

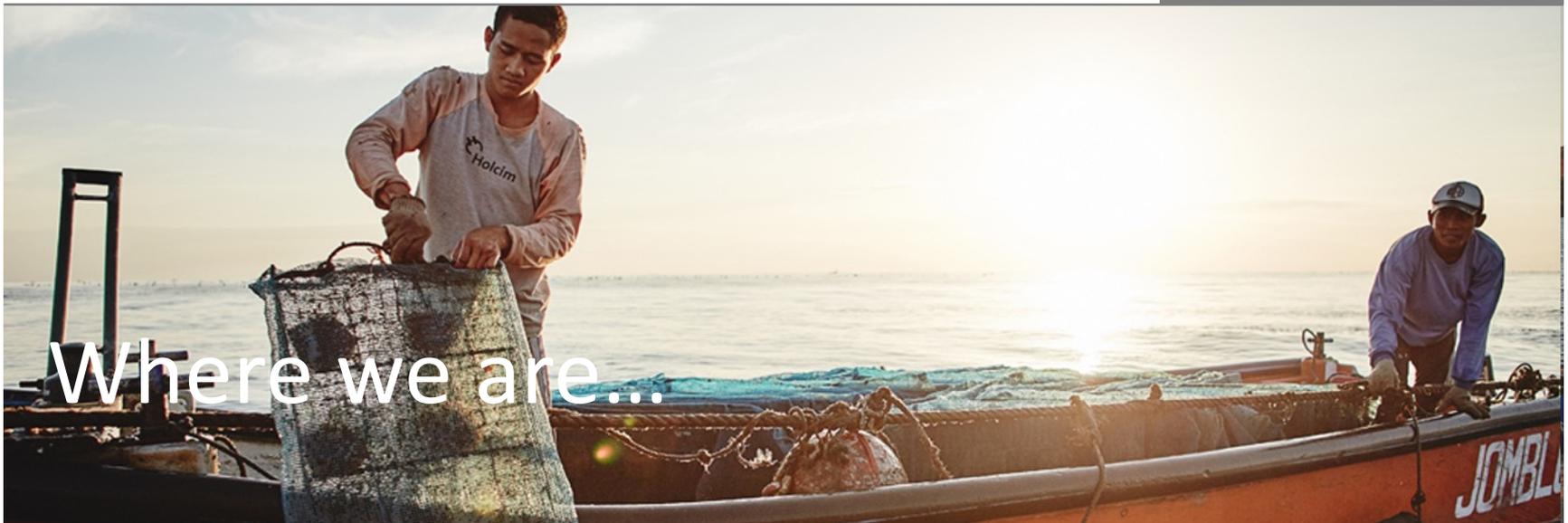




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REVENUE

\$2M reduction in revenue from last year as a result of disappointing harvested pearl size due to a combination of adverse environmental factors felt across Indonesia.

MARKET

Solid demand and firming prices for Atlas Pearls, a more collaborative supply chain.

PRODUCTIVITY

Further 15% increase in oysters seeded, sustained improvement in oyster survival rate at spat and juvenile stages and further improved post-seeding nuclei retention rate as a result of an engaged operational team and effective corporate support.

Where we are going...

Pearling is a 4-5 year process from Hatchery to Harvest. The Company's 5 year plan initiated in 2014-15 into 3 phases:

PHASE 1.

Build a solid base for growth by focusing on core pearling business.

PHASE 2.

Implement pearling reforms and execute growth plan.

PHASE 3.

Consolidate growth and ensure core business is sustainable before engaging in other complementary activities.

2017/18 has been very challenging, but we are at a turning point with increased capacity and commercial relevance.

The harvest sample performed late last year to gage harvest profile going forward confirmed oysters conditions have normalised.



How we are doing it...

1. Resources have been redirected to the core business as a result of last year's revenue shortage.
2. Realistic and efficient budget management, with priorities set on people's safety and oysters well being.
3. A smart combination of pearl auctions, private sales and trade loans to further increase competitive tension and reward supportive customers.
4. Value adding focused on harvest fringe goods undervalued by trade.
5. Brand equity building will remain focused on Atlas' reputation at trade level until core business profitability returns.