



Koala Gold

**Invitation to Participate
in Koala Gold**

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EXECUTIVE SUMMARY

KOALA GOLD

Koala Gold Pty Ltd is a newly formed Australian company; The Company has Australian and Asian shareholders. Koala Gold was specifically set up to develop leisure and lifestyle supplements and vitamin products suitable for the Asian and Middle Eastern markets. Koala Gold has offices in Singapore, Hong Kong, Beijing and London. Koala Gold is uniquely situated to offer our products worldwide. The products are specifically formulated and manufactured in Australia, suitable to for export expansion opportunities into Asia and the Middle East.

However, our first priority is to provide high quality products, manufactured in first-class facilities with an ongoing commitment to our customers.

Koala Gold, for the past two years, has been looking for an independent manufacturing facility that has a reputation for producing the finest supplements made from the very best ingredients that Australia has to offer. We are proud to announce Koala Gold has negotiated exclusive manufacturing and packaging services rights under our brand name Koala Gold with Gold Coast Laboratories Pty Ltd for all of our products.

Gold Coast Laboratories Pty Ltd manufactures hundreds of different types of vitamins and supplements, men's and women's health care, heart health, joint and pain relief, circulation and memory health, digestive, joint pain and relief and many more. All will be offered to our customers through our exclusive brand name Koala Gold. It is the intention to offer these products initially in the UAE then into Hong Kong, Singapore, Indonesia and China.

The company will use its base in Singapore and offices in Hong Kong and China to reach into the UAE, Indonesia and China for sales of the Koala Gold products. We are extremely proud that all of the vitamin and supplements are 100% Australian made from organic ingredients.

THE COMPANY FUNDING

The initial funding will be buy Crowd Funding method.

By entering the Koala Gold Funding platform and successfully applying for an exclusive Koala Gold Loyalty card granting privileges and rights as detailed below.

The Koala Gold loyalty card has three tiers. They are:

- Tier 1** \$100 allows you to buy a Koala Gold loyalty card and grants you the right to purchase world class organic health products in retail quantities for a price of 50% discount to RRP for one year.
- Tier 2** \$250 allows you to buy a Koala Gold loyalty card and grants you the right to purchase world class organic health products as per Tier 1. In addition to the Tier 1 you are granted the right to purchase wholesale quantities creating the ability to on sell the products within the recommended price list. Thus creating your own business for two years.
- Tier 3** \$500 allow you to buy Koala Gold loyalty card and grants you the right to purchase world class organic health products as per Tier 1 and Tier 2 for a period of three years.

By applying for a Tier 3 loyalty card you obtain additional benefits:

- A. Allows you to buy world class organic health products at wholesale prices, and granting you the right to on sell the products at recommended retail price.
- B. Koala Gold intends to apply for a listing of on a recognised stock exchange within three years should the business be successful. In the event Koala Gold is successful and lists on a recognisable stock exchange then Koala Gold agree to offer to purchase back your Tier 3 loyalty card for a consideration of \$2,000.

The consideration shall be paid in new shares as per the IPO, such consideration shall not exceed more than 2% of the new IPO or a face value of not less than \$2,000 per loyalty card. In the event you do not take up the offer for shares then at the end of three years, your loyalty card shall lapse and the loyalty card benefits shall be cancelled.

Where in the world can you purchase your own business for \$500? This is less than the price of two cups of coffee a week over one year. That's right; you can own and run your own business for less than the price of two cups of coffee A WEEK.

Koala Gold vitamins and supplements are manufactured in Australia in facilities that meet the strict standards of the Australian code of Good Manufacturing Practice (GMP), is Therapeutic Goods Administration (TGA) licensed and organic, this is your guarantee of quality.

THE INDUSTRY

Over the past fifteen years, sales in the global nutrition and supplements markets have seen an unprecedented spike. This has encouraged a number of new players to step into the market with products that promise the elixir of youth, health and vitality. According to the estimates of the nutrition Business Journal Report, the global nutrition and supplements market stood at US\$96 billion as of 2012. A year later, it was approximately US\$104 billion globally. It is expected to rise to approximately US\$120 billion by 2015. Below is a breakdown of the target markets that Koala Gold will look to sell into.

VITAMINS AND DIETARY SUPPLEMENTS IN AUSTRALIA

Vitamins and dietary supplements have registered healthy current value growth of 6% in 2016 as the category continued to benefit from demand from Chinese consumers. The category witnessed a boom in demand in 2015, growing by 27% in current value terms, with this largely attributed to Chinese consumers. Due to Australia's strict food safety requirements and quarantine controls, Australian-made products are highly sought after by Chinese consumers, who have become sceptical about products manufactured in their homeland.

Increased demand derives from Chinese tourists, migrants and international students, as well as their families. It has become common practice for Chinese shoppers to send products home for their families or take Australian-made vitamins and dietary supplements home to sell for a profit. In fact, the practice of "suitcase trading" became apparent in 2015, with these involving Chinese consumers purchasing large quantities of vitamins and dietary supplements in Australia to sell on through online channels in China such as Tmall, Taobao and JD.com.

Both Chinese and local demand will continue to support the growth of vitamins and dietary supplements well into the foreseeable future, with consumers taking a more proactive approach to their health and increasingly turning to vitamins and dietary supplements to make up for lost nutrients. Furthermore, the ageing population will remain a key driver of category growth, with many consuming vitamins and dietary supplements due to deficiencies and to prevent illness.

VITAMINS AND DIETARY SUPPLEMENTS IN CHINA

Driven by increasing demand and the positive attitude towards vitamins and dietary supplements, this category continued growing in 2016. Rising demand was mainly stimulated by the ageing population, environmental pollution and rising consumer health-consciousness over the review period. Moreover, along with the increasing middle-class in China, rising disposable incomes enabled consumers to purchase these products.

Furthermore, after years of education and market cultivation by numerous players, consumers have changed their opinion about vitamins and dietary supplements. Instead of giving these products as gifts, people are paying more attention to their personal demand to maintain their health and prevent disease.

Vitamins and dietary supplements are expected to experience continued growth during the foreseeable future. The major growth driver will be the expansion of consumer needs, especially for targeted functional supplements.

Vitamins and Dietary Supplements in Hong Kong, China

Vitamins and dietary supplements rebounded strongly to record positive current value growth in 2015 as the health consciousness of local consumers increased. People living in Hong Kong are becoming increasingly willing to invest in vitamins and dietary supplements in order to enhance their well-being, including bridging potential nutritional gaps inherent in their usual diets. This is especially the case among the many working consumers who rely on consumer foodservice or packaged ready meals because of the convenience these options offer and the fact that they are often lacking in nutrition.

Vitamins and dietary supplements are expected to decline somewhat in constant value over the next few years. The anticipated decrease in the numbers of tourist arrivals to Hong Kong from mainland China is expected to impede the performance of vitamins and dietary supplements over the period as this specific consumer base traditionally purchased these products from Hong Kong due to the much cheaper prices charged there than in China.

VITAMINS AND DIETARY SUPPLEMENTS IN SINGAPORE

Vitamins and dietary supplements current value sales rise by 5% to reach SGD\$485 million in 2015. Value growth in 2015 was faster than in 2014 due to increased spending power, higher awareness of the benefits of vitamin and dietary supplements and longer life expectancy. In addition, new launches tailored towards specific consumer groups also gained consumer interest.

Vitamins and dietary supplements has a projected forecast period constant 2015 price value the compound annual growth rate (CAGR) of 3% due to the ageing population and rising awareness of the importance of maintaining health and wellness. As consumer lifestyles are likely to remain hectic over the forecast period, it will be difficult for consumers to have a balanced and nutritious diet, with demand for vitamins and dietary supplements thus set to continue to rise. Singapore is the largest spender per-capita of supplements and vitamins in the world.

VITAMINS AND DIETARY SUPPLEMENTS IN THE UNITED ARAB EMIRATES

Is it common for citizens of the United Arab Emirates to be deprived of a nutritional, healthy and balanced diet due to their hectic lifestyles, the easy availability of fast food and a living environment which encourages eating habits with a high level of carbohydrates and fat-laden food. As the country is a desert, most fruit and vegetables are often imported, and may not always be as nutritious and fresh as in the countries of origin.

The country features easy availability of food which is rich in starch and fat and often low in nutrients. Eating out is also a very common trend and as most foods available in restaurants are unhealthy, it is difficult to maintain a balanced diet unless effort and a plan are put in place. Vitamins and dietary supplements are expected to continue to grow over the coming years, with a value CAGR of 6% at constant 2015 prices. This is due to an increase in awareness of the benefits of maintaining health and of the causes of lifestyle illnesses.

The government is expected to continue to encourage consumers to consume raw fruit and vegetables, lean meat, follow a low-fat diet with limited salt and sugar and engage in some form of exercise through various campaigns in shopping centres, schools and other public places. The focus will remain on the most prevalent issues, such as reducing the rate of obesity, and avoiding high blood pressure, heart diseases, diabetes and bone-related issues.



VITAMINS AND DIETARY SUPPLEMENTS IN INDONESIA

With increasing health awareness, Indonesians prefer to consume food and drink that contains the vitamins/nutrients essential for the body and which can boost immunity against diseases. Middle class and upper class consumers within Indonesia often purchase vitamins and dietary supplements products to help maintain their health, either in pills, tablets, or even in drinks. Apart from being more selective over their diets and taking vitamins and dietary supplements products, Indonesians have also begun exercising to help maintain their health.

Middle-class consumers are more likely to be better informed about the diseases resulting from unhealthy lifestyles, such as diabetes, high cholesterol and high blood pressure. As a result, these consumers often take vitamins and dietary supplements products on a regular basis. This growing awareness is likely to be heavily supported by the intensive efforts of manufacturers and retailers over the foreseeable future.

THE COMPANY

Koala Gold Pty Ltd was formed by Australian and overseas investors to source prominent vitamins, supplements and complimentary medicines for the purpose of selling into the countries listed above. The company will use the knowledge of its directors and company officials with their network of Asian based offices to promote the company's brand into the selected countries. It is the company's intention to list by IPO at the appropriate time.

PRODUCTS AND SERVICES PROVIDED

Koala Gold has identified an initial 20 products for promotion into the countries that have been targeted. The products will roll out as required and dictated to by the market. We expect to have approximately 45-50 products in 2017.

METHODOLOGY

Koala Gold has contracted one of Australia foremost manufacturing companies to manufacture and package the company's products. Koala Gold has spent the past two years looking for a company that has a reputation for producing the finest supplements made from the very best ingredients that Australia has to offer. We are proud to announce that Koala Gold will utilize the manufacturing and packaging services of Gold Coast Laboratories Pty Ltd. Gold Coast laboratory Pty Ltd facilities meet the strict standards of the Good Manufacturing Practice (GMP), is Therapeutic Goods Administration (TGA) licensed and organic.

Gold Coast Laboratories manufactures hundreds of different types of vitamin and supplements, men's and women's health care, heart health, joint and pain relief, circulation and memory health, digestive, joint pain and relief and many more. All of which will be offered to our customers. It is the intention to offer these products initially in the UAE then into Hong Kong, Singapore, Indonesia and China.

ANALYSIS

Current assessment of the vitamin and supplement business indicates that due to a greater awareness of now common diseases people worldwide a taking a much greater interest in their health. People are more willing to self-assess than ever before and are unafraid to challenge doctors on their diagnoses. All indications are that there is room for many more players in this field but it is the players who deal in the safest and most regulated countries that will command the main bulk of sales. Australian based Koala Gold is perfectly situated to take advantage of this fact.

MARKETING PLAN

OVERALL STRATEGY

Koala Gold has for the past two years been involved in market research in the UAE, China, Indonesia, Hong Kong and Singapore. The conclusion is that Australian based products are well accepted in these markets and accepted before Asian based manufactures. The bias for Australian products is because Australia has in place one of the strictest formulation and manufacturing process in the world. With its strict procedure on organically grown produce it is recognized as the purest and cleanest producer of supplements, vitamins and dietary assistance products make these products the best in the world.

ADVERTISING AND PROMOTION

Consultants and Agents will be appointed and backed up with advertising in:

- Social media
- Trade Shows
- Local and national daily newspapers
- Targeted magazine inserts
- Celebrity endorsements

We will reach the masses with newspaper advertising, corporate events in the target markets and targeted social media campaigns. Koala Gold will have one of the largest international digital media spread of any supplement company.

DESIGN PLANS

Koala Gold has developed its brand with its own corporate logo and distinctive colours and it is expected that this brand, logo and corporate colour will become immediately recognizable as a major force in the dietary supplement and vitamins business. The brand will be heavily promoted as above.

OPERATIONS PLAN

LOCATIONS

Head office will be run from our offices in Brisbane and Singapore with initially the CEO and staff being based in the Brisbane office. Sales support and finance from the Singapore office. Our Beijing office will have sales and support staff.

EQUIPMENT AND PREMISES

The company has offices in Singapore and Beijing. Office space will be leased in Brisbane and if necessary in Hong Kong. There is sufficient space in the Beijing office for training programs for employees.

MANAGEMENT TEAM

ORGANISATION

The management team will be under the control of three directors.

- Greg Kennedy (Founder)
- Lindsay Sanford (Founder)
- Greg Young (CEO)

PROFESSIONAL ADVISORS AND SERVICES

Legal Advisors

Hopgood Gamin
Level 8, Waterfront Place
1 Eagle Street Brisbane, QLD Australia

Accountants and Financial Advisors

R.T. Adcock
Business Advisor, PO Box 4291, Raceview QLD 4305
Offices at Gold Coast, Ipswich, Brisbane, QLD, Australia

CRITICAL RISKS, PROBLEMS AND ASSUMPTIONS

With so many companies vying to get into this space there is always the potential problem that the space will become overcrowded with competing claims being made about the effectiveness of this product or that product with the potential of the regulatory bodies stepping in to “clean up the industry” This would be a good thing for those companies that already are committed to a clean and green environment pertaining to the supplement business.

Australia does already comply with the most stringent conditions that could ever be imposed on this industry. Survival will depend on this first premise and commitment to the customer. E.g. our team works tirelessly to ensure that they only contain the most appropriate and finest quality ingredients sourced from trusted raw material suppliers whose manufacturing and quality standards meet our own.

We are also concerned about the ecological impact of our products and, where possible, actively choose to partner with companies that are environmentally responsible. For example, our Krill supplier has pioneered the sustainable harvesting of krill from the Antarctic Ocean. Or, ensuring that rigorous stability testing ensures that each active ingredient in every formula entertains its therapeutic dosage level throughout the shelf life of the product, the formulas in our supplier supplements are based on solid clinical traditional and scientific evidence and have been carefully formulated to provide therapeutically effective dosages of the key ingredients.

These are the people we work with and all other companies in this space must also do so or be barred from international participation in the business. We would expect that most businesses, especially in Asia, would not survive such a regulatory purge. Koala Gold would.

We understand that trying to work out which of the thousands of supplements on the market is right for you can sometimes be overwhelming with the array of products on offer. We understand that when you’re making a decision about your health it is vital if you have access to information you can trust. We at Koala Gold will ensure that we will only sell to you that product will best serve your purpose. To this end we will produce fact sheets on each product and will provide access to naturopaths and advisers.

It is the intention of the management to grow Koala Gold Brand to a pre-imminent position within the supplement and vitamin markets worldwide by virtue of our digital media approach, hands on marketing and promotions within the designated countries and celebrity endorsements.



100%
natural

