



UNLOCK A WORLD
OF POTENTIAL

CASE STUDY | Remedy

RLG December 2022
ASX: RLG

REMEDY DRINKS INTRO (KOMBUCHA READY TO DRINK):

EST 2012
Remedy

REMEDY IS THE #1 FERMENTED BEVERAGE BRAND NATIONALLY

SHARE OF FERMENTED BEVS TOTAL MARKET

Brand	Share (%)
AMPLIFY	~5
OTHER	~5
MOJO	~10
NEXA	~10
LOSROS	~15
REMEDY	~50

WE'RE SHAKING FIZZY DRINKS UP AROUND THE GLOBE

- AUSTRALIA
- CANADA
- HONG KONG
- INDIA
- NEW ZEALAND
- SINGAPORE
- UK
- USA

REMEDY CONTINUES TO GROW YOY

DRIVERS OF GROWTH:

- GREAT TASTING PRODUCT – expanding into new formats, sub-segments and channels
- SPEED OF INNOVATION – expanding into new formats, sub-segments and channels
- STRONG NATIONAL DISTRIBUTION FOOTPRINT
- EASE TO DO BUSINESS WITH

REMEDY SALES YOY

Fiscal Year	Sales (\$)
FY 16/15	~10
FY 15/16	~20
FY 16/17	~40
FY 17/18	~80
FY 18/19	~150

NO SUGAR. Naturally.
NO SUGAR. NO SWEETENERS. NO ARTIFICIAL FLAVORS. NO PRESERVATIVES. NO PHOSPHATES. NO CALORIES. NO SUGAR. NO SWEETENERS. NO ARTIFICIAL FLAVORS. NO PRESERVATIVES. NO PHOSPHATES. NO CALORIES.

Bursting with ORGANIC ACIDS
CRICKET FULL OF ORGANIC ACIDS AND VITAMIN C. FATTY ACIDS.

MADE the TRADITIONAL WAY
LONG AID BREWED IN SMALL BATCHES.

Packs a PUNCH in TEA POLYPHENOLS
NO SUGAR. NO ARTIFICIAL FLAVORS. NO PRESERVATIVES. NO PHOSPHATES. NO CALORIES. NO SUGAR. NO SWEETENERS. NO ARTIFICIAL FLAVORS. NO PRESERVATIVES. NO PHOSPHATES. NO CALORIES.

SHAKING FIZZY DRINKS UP FOR GOOD



ZERO CALORIES, NO SUGAR, GUT HEALTH = HEALTH & FITNESS

1. BRAND ACTIVATION – SOCIAL MEDIA (BUILDING THE FOOT PRINT)

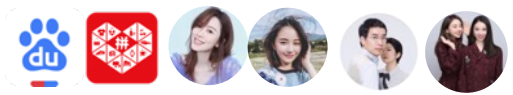
6

Mainstream Social Platforms



400

Influencers/media/KOC push



5m

Impression generated



80k

Direct engagement with target audience



♥ Top Fitness influencer:
Amanda's pick
29k likes & collects



♥ WeChat official
The rollout of educational content



♥ Collection-type post
Low calorie food list
116k views



♥ Little Red Book official
Co-promote, fun recipes
Entertain & educate

♥ Original recipes
1000 people, 1000 ways to enjoy
Remedy

What's not reflected in the numbers.....

- Remedy has made its name in the China fitness circle online and offline.
- The fermented tea concept is starting to be accepted by mass audiences.
- Loyal Kombucha lovers immediately bonded with Remedy.
- The low-calorie, low-sugar claims are strong.

1. BRAND ACTIVATION - OFFLINE EVENTS: GYMS = FITNESS & HEALTH

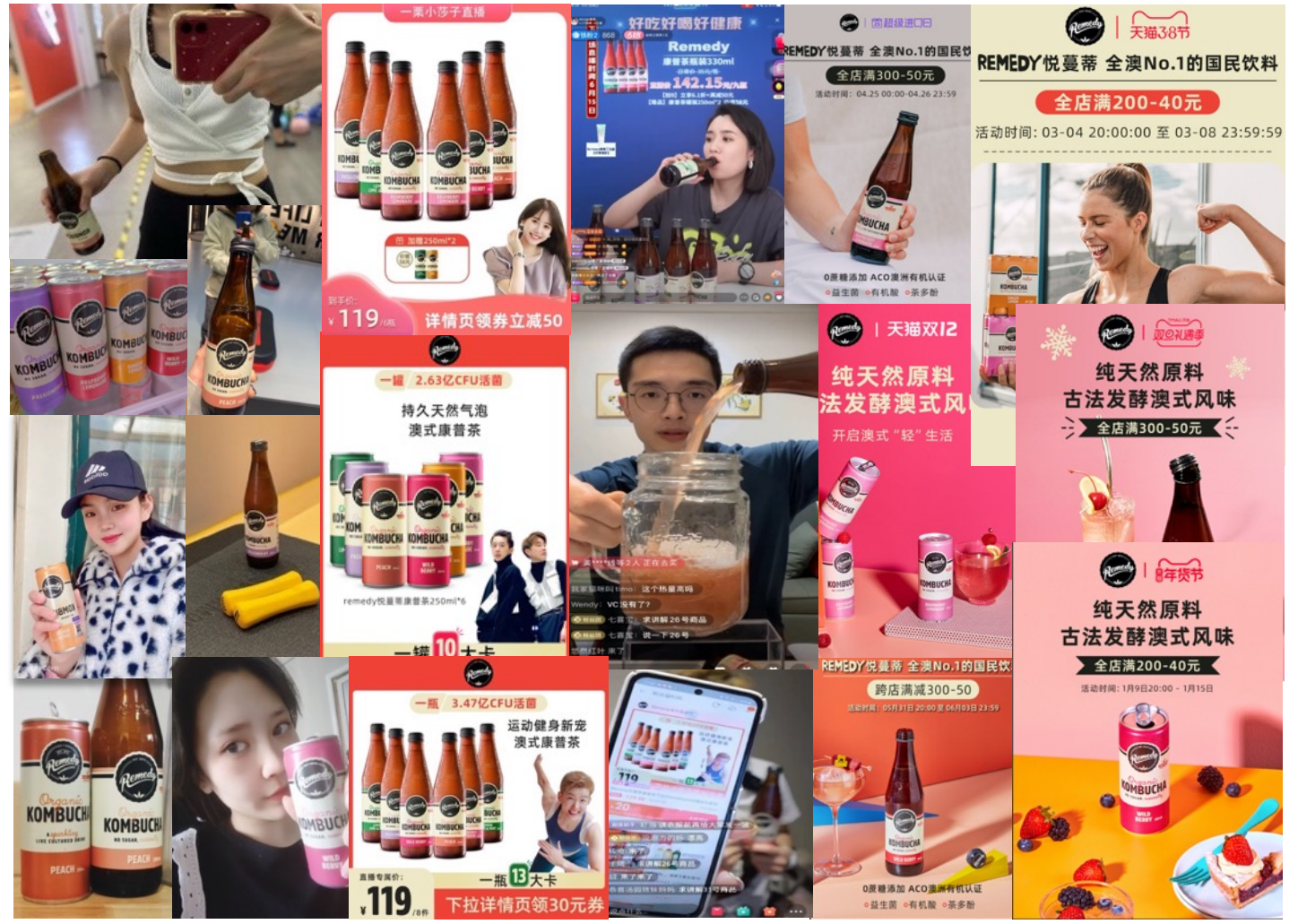
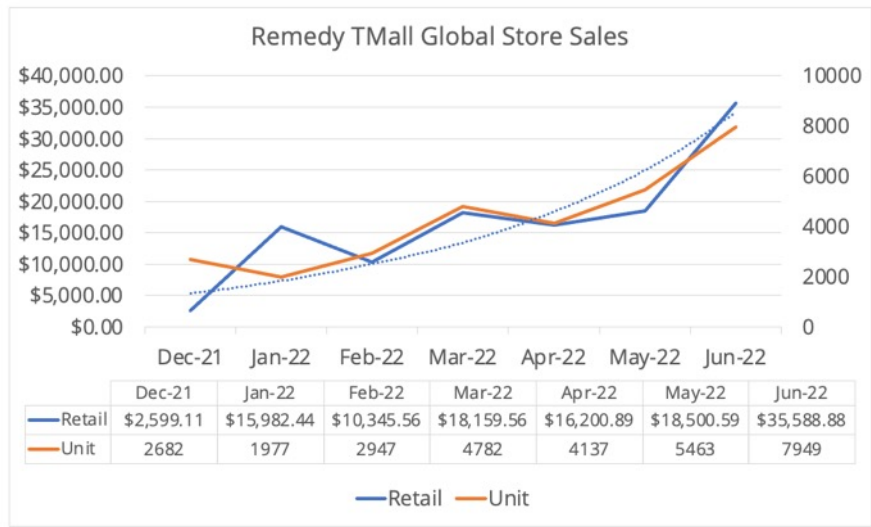
Four major gym chains have participated, online & offline, engagement with trainers (mini KOL's), over 300 locations and +30 live events so far.



2. SALES E-COMMERCE - TMALL FLAGSHIP RESULTS

- Tmall is both a sales and a brand building platform.
- Takes 3-4 months to set up a Tmall Flagship.
- One channel retail sales 117,377 AUD, 29,937 units (Dec-June), 20% + regular customers (\$500k total in this period)
- 350+ customer reviews, 87.13% positive, 6.29% neutral, 6.29% negative.
- 14 official Tmall promotions.
- 210+ buyer shows.
- 20 livestreaming.

店铺动态评分	与同行业相比
描述相符: 4.8	↑ 高于 43.9%
服务态度: 4.8	↑ 高于 35.31%
跨境物流: 4.9	↑ 高于 24.65%



2. SALES E-COMMERCE - TMALL FLAGSHIP USER EXPERIENCE



REMEDY 悦慕茶普茶 MAKING IT RIGHT

澳洲古法发酵 你的气泡水2.0

REMEDY 康普茶 知识小课堂

REMEDY 澳洲古法发酵方式，小批量，30天发酵时间，发酵出天然甜味，富含活性益生菌，有抗氧化调节氧化剂的美味气泡饮品，即“REMEDY 康普茶”。

一瓶 13 大卡

- 1/10 可乐的热量
- 1/10 啤酒的热量
- 1/20 奶茶的热量

0 蔗糖添加
低热量，畅饮无负担

1 QUIT SUGAR RECOMMENDS
带有“1 QUIT SUGAR”标识的健康品牌

富含益生菌
辅助保持肠道运动

茶多酚
帮助破坏脂肪分子

REMEDY 康普茶 富含活菌 为你的肠道助力

REMEDY 康普茶
每100ml含 >142 CFU 活菌

干了这杯快乐水!

运动健身必备

日常休闲快乐水

聚会必备单品

缤纷创意特调

REMEDY 康普茶 的制作工序

1. 用心挑选“零污染”原料
2. 加入益生菌，发酵
3. 发酵30天的各种风味
4. 通过严格的质量检测
5. 灌装出厂

缤纷口味选择指南

两步解锁 康普茶饮指南

风靡全球 超多红人都在喝

用心做好REMEDY 康普茶 把美味分享到世界各个角落

常见问题解答

1. 为啥有的瓶子里有“漂浮物”？
2. REMEDY 康普茶中的活菌为什么能存活？
3. REMEDY 康普茶中含酒精吗？
4. REMEDY 康普茶含咖啡因吗？
5. 为什么REMEDY 康普茶喝起来有酸味？
6. 和其他康普茶对比，怎么感觉REMEDY 康普茶不酸？

树莓柠檬味

产品特点

混合莓果味

产品特点

姜汁柠檬味

产品特点

百香果味

产品特点

青柠薄荷味

产品特点

桃子味

产品特点

混合莓果味

产品特点

百香果味

产品特点

Remedy 海外旗舰店

REMEDY 悦慕茶 全澳 No.1 的国民饮料

跨店满减 300-30

活动时间: 08-23 00:00:00 至 08-27 23:59:59

Remedy 海外旗舰店

组合套餐: 树莓柠檬 3*2 + 桃子 3*1 + 野生浆果 3*2 + 百香果 3*1

进口税 (含运费税款) 价格已含税

配送服务 受疫情影响部分地区物流会有延迟...

店铺优惠 瓶装

选择赠品 已选 1 件

订单备注 无备注

价格明细

商品总价 共 1 件宝贝 ¥169.00

共 2 件 合计: ¥139.00 共减 ¥30.00 提交订单

7 种果味康普茶

0 酒精 0 果味不厚

¥35

进口日券满 300 减 30 | 商品券满 129 减 30

Remedy 悦慕茶康普茶气泡水 kombucha 低糖益生菌澳洲进口饮料 330ml

加入购物车 立即购买

一瓶 13 大卡

- 1/10 可乐的热量
- 1/10 啤酒的热量
- 1/20 奶茶的热量

¥35

进口日券满 300 减 30 | 商品券满 129 减 30

Remedy 悦慕茶康普茶气泡水 kombucha 低糖益生菌澳洲进口饮料 330ml

加入购物车 立即购买

REMEDY 康普茶

进口日券 ¥169 券后 ¥139

进口日券 满 300 减 30 | 商品券 满 129 减 30

澳洲原装进口

加入购物车 立即购买

两步解锁 康普茶饮指南

¥35

进口日券满 300 减 30 | 商品券满 129 减 30

Remedy 悦慕茶康普茶气泡水 kombucha 低糖益生菌澳洲进口饮料 330ml

加入购物车 立即购买

选择着餐商品属性

- remedy 悦慕茶树莓柠檬味 330ML
- remedy 悦慕茶桃子 330ML
- remedy 悦慕茶混合莓果味 330ML
- remedy 悦慕茶青柠薄荷味 330ML
- remedy 悦慕茶野生浆果味 330ML
- remedy 悦慕茶百香果味 330ML

加入购物车 立即购买

风靡全球 超多红人都在喝

¥35

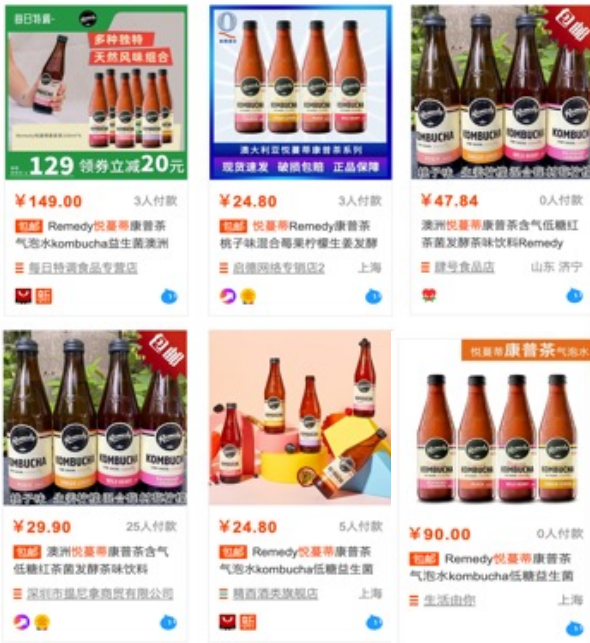
进口日券满 300 减 30 | 商品券满 129 减 30

Remedy 悦慕茶康普茶气泡水 kombucha 低糖益生菌澳洲进口饮料 330ml

加入购物车 立即购买

3. B2B & GENERAL TRADE – WHOLESALE IMPORT & GROCERY/QSR

- Identify and execute with sub-distribution partners.
- Completed first general trade import (6-month process)
- Chinese label of compliance
- 227 POS, high-end supermarket, QSR etc...
- 96 stores of OLE & BLT Supermarkets, Aldi, City Super etc...
- Across 29+ cities
- 100's of tasting events



3. B2B & GENERAL TRADE – RETAIL SALES & MARKETING ACTIVATION



227 POS so far. High end grocery, high end cafés, restaurants and hotels. 100's of tastings and strong placement position. Both a sales and a brand positioning statement.



city'super | 超生活

Ole'

Deli life
食和家

CORNERS DELI

7 FRESH

Smart
金鹰超市



T11 FOOD MARKET
生鲜超市



Asialink
BUSINESS

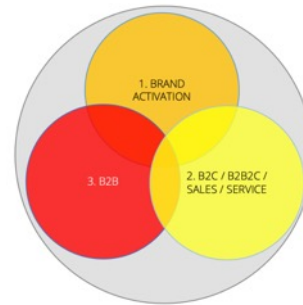
REMEDY DRINKS CHINA FIRST 12 MONTHS HIGHLIGHTS

1. Brand Activation:

- 6 social media platforms
- 20 offline events
- 16 types of Remedy merchandise: online/offline use.
- Co-branded activation (online/offline): Will's Gym, Aldi, Ole, Lululemon and multiple QSR, and many more.

2. Sales Online (CBEC):

- Remedy Tmall Global Flagship Store went live December 2021.
- 43 Livestreaming events
- Launched on 9 Taobao stores.
- #1 Kombucha Brand On Tmall.
- Remedy Tiktok Global Flagship Store went live July 2022

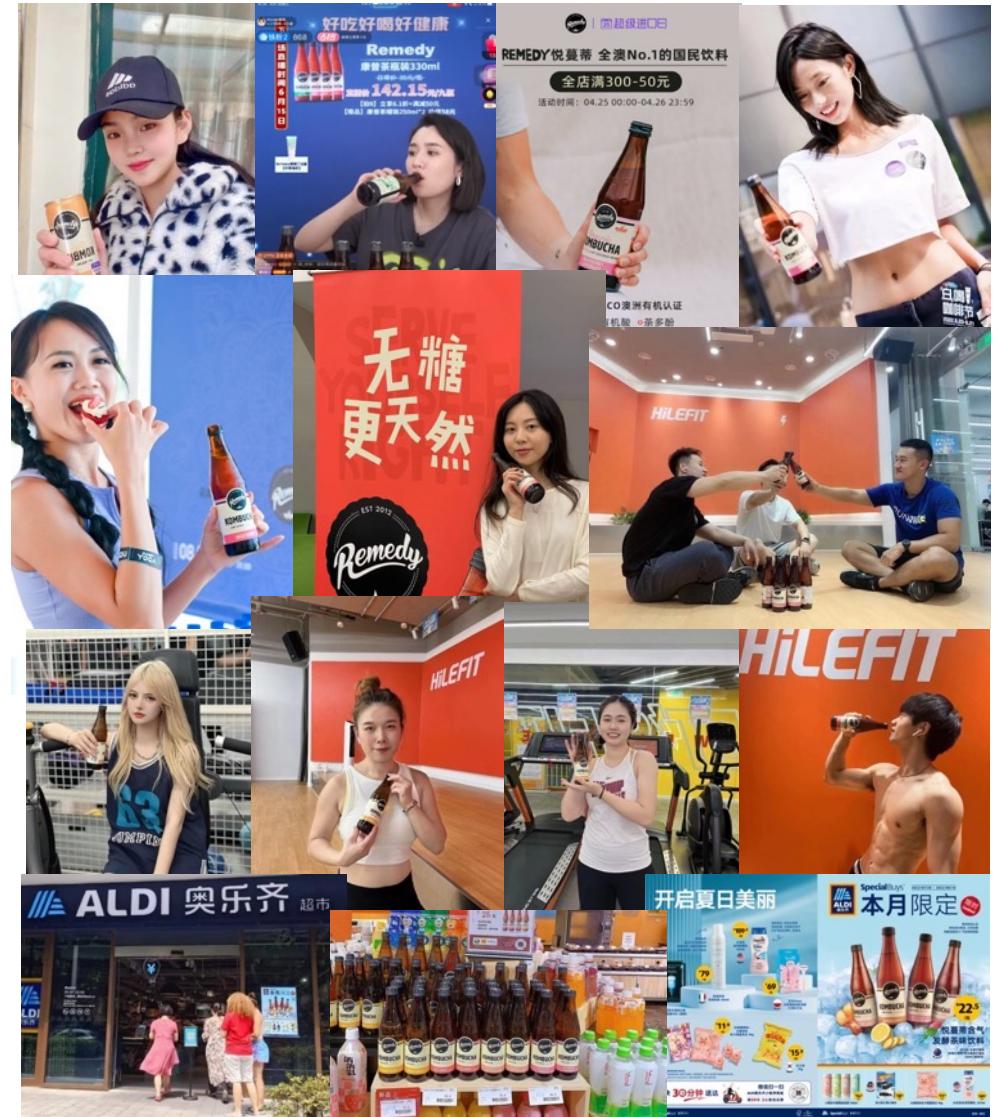


3. Sales Offline (General Trade) B2B:

- general trade (6 month process)
- 227+ total POS across high end grocery and QSR, AND COUNTING!

Results:

- Year 1: Achieved over \$500k AUD top line sales in 7 months of selling.
- Year 2: Target \$1.4M (+180%YOY)
- Year 3: Target \$4.3M (+207%YOY)



ACTIVATION & SALES EXAMPLES (VIDEO FORMAT)

LIVESTREAM, KOL POSTS, EVENTS, BRAND ACTIVATION





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Thank you

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