

20 June 2019

Meluka Honey Market Update

- Meluka Honey has appointed US broker Runner Boy Health to represent its brand in Virginia, West Virginia, North and South Carolina.
- Meluka Honey attended the Naturally Good Expo in Sydney which targets distributors in Australia.
- New distributor added in Queensland with first order for Meluka Honey product range received.

EVE Investments (ASX:EVE), an ASX listed health, nutrition and wellness company, today provides an update on recent activities by its wholly owned subsidiary Meluka Honey.

US Distribution

During June, Meluka Honey entered an agreement with a US based broker, Runner Boy Health, to represent its brand in Virginia, West Virginia, North Carolina and South Carolina. Runner Boy Health has a network of nearly 200 health focused retailers in its network and it was at Expo West in Anaheim in March where this connection was established. This is an important step to start gaining exposure for the Meluka Brand in key states on the east coast of the US.

Naturally Australian Products (NAP), owned 49% by EVE, continues to provide distribution services for Meluka Honey with a focus primarily in the western states of the US. Meluka Honey also uses online channels such as its own website and sales through Amazon's website for direct to consumer sales. Other parties continue to be looked at to expand the distribution footprint of the Meluka Honey product range.

Australian Distribution

In early June, Meluka Honey attended the Naturally Good Expo in Sydney, Australia. Naturally Good Expo is the only expo in Australia that solely focuses on all things healthy, organic and natural and the primary target for the exhibition is distributors and retailers.

Meluka Honey's products were well received and a number of additional stockists have been added. Separately, a new distributor for the Queensland market, Fitness Products, has been added to the Meluka Honey distribution network. Fitness Products has been a leading distributor in Queensland for over 30 years and has 300 health food retailers in its network. Commencing distribution with an established, reputable and ideal distribution network such as Fitness Products assists Meluka Honey in building its brand in Australia and aligns it with channels that will position the brand as a premium honey company. It also helps promote the unique, sustainable honey products derived from its pristine old growth Melaleuca tea tree plantation in Northern NSW. An important step in establishing the Meluka brand in Australia.

Meluka Honey continues to look at expanding the distribution network in Australia by aligning with appropriate distribution partners in key markets. Separately, Meluka Honey is continuing to advance discussions with several parties regarding distribution arrangements for key markets such as Japan, China, Indonesia and the Middle East.



Picture 1: Naturally Good Expo, Sydney, NSW.

Key Terms (Runner Boy Health):

Term is on-going with 30 days' notice for termination; and
Fee is 10% of achieved sales price on sales resulting from the introduction by Runner Boy Health.

Key Terms (Australian distributors):

No minimum commitment or agreed term. Meluka Honey receives the wholesale sales price on sales to distributors.

For more information:

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About EVE Investments

EVE Investments invests in companies with a focus on the medical nutrition sector. The Company's investment strategy has a three pronged approach.

1. To invest in businesses that are in the early growth phase with the aim to support their expansion programs.
2. To identify products that have unique medicinal properties and a global reach application.
3. Preference for natural organic products that have demonstrated medicinal benefits.

For further information, please visit www.eveinvestments.com.au and follow us on Twitter [@EVEInvestments](https://twitter.com/EVEInvestments)

About Meluka Health Pty Ltd (100% EVE)

Meluka Health Pty Ltd is a wellness and nutrition company that develops and sells its naturally derived, organic and ecologically pure products created using its old growth Australian Melaleuca tea tree plantation which are acclaimed for their medicinal activity.