

16<sup>th</sup> July 2018



SELECT HARVESTS

## SELECT HARVESTS ENTERS AGREEMENT WITH PEPSICO GREATER CHINA REGION

Select Harvests Ltd ("Select Harvests") and PepsiCo Foods (China) Co., Ltd ("PepsiCo China") have entered into a Trademark License & Distribution Agreement to distribute and market the Lucky branded nuts, seeds and blends in China. These products will be produced and supplied by Select Harvests. PepsiCo China will be responsible for marketing, sales and distribution. Select Harvests will be co-investing with PepsiCo China in marketing to support the launch of the Lucky brand in China, with both parties making significant commitments to an advertising and marketing program over the first 18 months of the agreement, which has an initial term of 5 years.

Select Harvests General Manager Consumer Mark Eva said "Entering the China market in partnership with PepsiCo is extremely exciting for Select Harvests and the Lucky brand. Lucky has been a favourite brand of Nuts and Seeds in Australia for over 60 years. This allows Select Harvests to participate in the increased consumption of Plant-based Foods, Nuts and Seeds in China, which is accelerating as consumers become more affluent and knowledgeable about the nutritional benefits of nuts and seeds. Our partnership with PepsiCo, who are globally recognised for their marketing, sales and distribution capability, creates a remarkable opportunity for Lucky."

Mr. Ram Krishnan, President and CEO of PepsiCo Greater China, said "As a global corporate citizen fully embedded into the fabric of Chinese society, PepsiCo is committed to being truly 'In China, For China, with China'. With the continued development of the Chinese economy, consumers have ever-more demand on healthy and nutritious products. Entering into China's Nuts and Seeds market is a crucial piece of our growth strategy and we are delighted to be collaborating with Select Harvests to deliver this to China's consumers."

Mr. Paul Thompson Managing Director of Select Harvests said "Beyond the initial investment, the successful launch of Lucky into China is expected to create additional value to our business in the long term.

The FY18 Financial Results will be announced on Monday 27<sup>th</sup> of August 2018.

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### For Further Information, please contact:

Paul Thompson, Managing Director	03 9474 3544
Brad Crump, Chief Financial Officer	03 9474 3544
Andrew Angus, Investor Relations	0402 823 757

### Select Harvests Limited

360 Settlement Road  
Thomastown  
Victoria 3074  
Australia

PO Box 5  
Thomastown  
Victoria 3074  
Australia

Telephone (613) 9474 3544  
Facsimile (613) 9474 3588  
[www.selectharvests.com.au](http://www.selectharvests.com.au)

ACN 000 721 380  
ABN 87 000 721 380



## **About Select Harvests:**

Select Harvests Ltd (ASX:SHV) is an ASX listed, fully integrated almond business consisting of orchards (company owned, leased, joint venture and managed), primary processing (hulling & shelling), secondary processing (blanching, roasting, slicing, dicing, meal), trading (industrial products) and Consumer products (Brands - Lucky, Sunsol, Soland, NuVitality, Renshaw & Allinga Farms as well as providing Retailer brands). Select Harvests also import a full range of nuts (in addition to almonds) and a wide range of other ingredients for inclusion in their Consumer Products range. Australia is a significant global almond producer and Select Harvests are one of Australia's largest almond companies, supplying almonds domestically and internationally, to supermarkets, health food stores, other food manufacturers, retailers and the almond trade.

The company is headquartered at Thomastown on the outskirts of Melbourne, Australia while its orchards are located in North West Victoria, Southern New South Wales and South Australia. The primary Almond processing facility (Carina West) is located at Wemen in North West Victoria and the second processing, value-adding and packing facility is located at Thomastown.

For more information, visit [www.selectharvests.com.au](http://www.selectharvests.com.au)

## **About PepsiCo:**

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated approximately \$64 billion in net revenue in 2017, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose – our fundamental belief that the success of our company is inextricably linked to the sustainability of the world around. We believe that continuously improving the products we sell, operating responsibly to protect our planet and empowering people around the world is what enables PepsiCo to run a successful global company that creates long-term value for society and our shareholders.

For more information, visit [www.pepsico.com](http://www.pepsico.com)