



INVITATION TO INVEST IN AN AUSTRALIAN CATTLE & LAMB ENTERPRISE

- You can own shares in an Australian livestock farming enterprise
- Secure access to Australia's premium beef and lamb products for import to Asian market
- Invest as little as AU\$500,000 for ownership rights
- Exceptional return on investment - High net profit margins - Long term capital growth potential
- Visit the farm as an owner and experience Australian life in the bush

WELCOME TO AGM

Australian Grassfed Meats ("AGM") is pleased to be able to offer you the following investment opportunity. A detailed overview of the company – AGM – is discussed in detail in the INFORMATION MEMORANDUM. Request a copy of the INFORMATION MEMORANDUM from your AGM representative.

Charolais sired grass fed calves
Photo courtesy Rangan Charolais

AN EXCEPTIONAL OPPORTUNITY

This is an exceptional opportunity to invest in and subsequently become a part owner of a multimillion-dollar premium grass fed livestock enterprise in Australia. Australian Grassfed Meats is a revolutionary concept within the Meat and Lamb industry in Australia.

Capitalising on the extensive experience and knowledge of the Co-Founders, AGM proposes to own, develop and manage a Vertically Integrated Supply Chain of premium grassfed livestock.

Asian demand for rural properties is growing, and Australian properties provide stable, long-term growth into this market. In order to make a viable return on investment through a rural Australian property, investors would normally be required to invest a minimum AU\$3,000,000.

Even at this investment level, the Return On Investment ("ROI") is considered risky.



However through the AGM share offer, foreign investors and domestic wholesale investors, are able to invest a minimum of AU\$500,000 into a substantial Australian grass fed livestock enterprise. Something you may otherwise not have access to.



Charolais steers ready for slaughter

AGM SHARE OFFER OVERVIEW

- Minimal investment of AU\$500,000
- Ownership into one of Australia's largest grass-fed livestock enterprises
- Long term capital growth potential as the cattle market improves and property prices increase – expected to start to increase 2014 ^{*14}
- Forecast high profitability model and ROI
- Proven experience with rural property development securing exceptionally high Capital Growth rates
- Access to high quality premium Australian grass fed beef and lamb for sales and marketing into the Asian market
- Access to working stations and properties as an investor (accommodation houses will be made available for investors on a pre-booked basis). This provides a unique opportunity as owners to visit large scale cattle stations and experience life in the Australian bush for you and your family
- Innovative farming methods that further increase profitability and ROI for investors
- Capitalising on current downturn in rural property prices to assist in long term capital growth and higher yields
- Hands on management by two highly successful Australian farmers, who will also act as AGM Co-Directors and part shareholders
- No Middle Management Structure
- Premium pricing structure due to grass fed premium bred cattle

^{*14} Property Observer August 2013



AGM Champion Charolais Sire



AGM Charolais Sire



AGM Charolais cows and calves

CO-FOUNDERS PROFILE

One of the key success factors for AGM is the experience and knowledge of the two Co-Founders – Karl Harms and Roderick Binny. It is their ability to manage livestock properties in an efficient and productive manner that will assist in obtaining the high ROI that is targeted for AGM.



KARL HARMS

It is Karl's academic background in Agriculture, combined with his extensive lifelong experience, that have provided him with livestock management techniques ensuring strong profitable returns. With over 22 years experience as an owner and manager of grazing enterprises, Karl has been successful in securing Return on Investment for other properties of 67.5%.



RODERICK BINNY

Roderick Binny has a lifetime of experience in producing Charolais bulls and females that add value to the AGM breeding program. Roderick's experience in selective breeding, produces cattle traits that are economically important with two of the highest priorities being easier calving and better finishing ability on grass. Roderick's ability to increase farming turnover due to exceptional farming techniques has led him to a ROI on previous property sales of 57.8% & 100% in just a few short years.



AGM PROPERTY PROFILE



Choosing the right property profile mix is a crucial component to the establishment and ongoing success of any livestock enterprise. It is especially important for a large scale, Vertical Supply Chain Enterprise such as AGM. Each link of the supply chain has its own unique characteristics with regards to property selection. Breeding requirements will vary from

Choosing the right property profile mix is crucial to the establishment and ongoing success of any livestock property.

backgrounding and finishing requirements. Combined with the above, is the ability to select properties at the right price.

Rather than buy an existing vertical supply chain business, at high premiums, AGM will source the right property at the right price. This reduces capital investment required which has a positive effect on the ROI figure for shareholders .



Charolais sired calf
Photo courtesy Rangan Charolais

Property Composition

1. Lamb feedlot: 930 acres of hay /grain production.
2. Cattle backgrounding / grass finishing: 2,000 acres with 2,000 head.
3. Combination leased: 4,000 to 9,000 acres (depending on carrying capacity) for 9,000 head back grounding and grass finishing.
4. Breeding: 150,000 acres with 6,000 cattle breeders and 10,000 Ewes.



Grass fed Charolais sired calf
Photo courtesy Rangan Charolais

STRATEGIC ADVANTAGE - WHY AGM DEMONSTRATES HIGH FINANCIAL RETURNS

1. Integrated Vertical Supply Chain – reducing expenses and increasing income, thereby increasing profitability and ROI for Shareholders
2. Extensive knowledge of local property markets, combined with a low cattle property price will ensure a reduced investment to purchase properties
3. Extensive experience and academic knowledge of the Co-Founders and Managing Directors of AGM will further reduce expenses and increase income through their efficient livestock management techniques
4. Hands on Management of the Co-Founders ensures they are able to capitalise on identified opportunities and manage risks immediately - which will in turn further increase profitability
5. Genetic selection for superior profit potential to produce high - value progeny allowing for superior stock and increased profitability
6. Experience in backgrounding, crop cultivation, irrigation and all relevant factors of the vertical supply chain
7. Superior stock, grass fed livestock combined with quality backgrounding ensures premium pricing of end product into any market.
8. No Institutional Debt. Gives stronger ROI and very low risk while not being dependent on interest rate adjustments
9. Co-Directors that have worked together for a long period of time with proven financial success
10. Co-Directors that have the experience and passion to make AGM one of Australia's finest rural business enterprises
11. Co-Directors that have successful farming knowledge passed down through generations of Australian farming families
12. Knowing your share of AGM was purchased when rural Australian land values are low. More upside in the market meaning greater ROI
13. Exit strategies if required – further details provided in the Information Memorandum
14. Co-Directors have a vested interest, personally investing AU\$2,000,000.

5 YEAR FINANCIAL TARGETS

The following is an overview of the Financial Targets. A comprehensive Profit & Loss Statement will be included in the Information Memorandum.

Income will start to be generated within four months of operational commencement. The first dividend is expected to be paid in June 2014, assuming a full Capital Raising is achieved by December 2013.

YEAR ONE

Income	AU\$11,977,460
Expenses	AU\$ 6,706,400
Profit EBITDA ^{*2}	AU\$ 5,271,060
Unimproved Capital Growth ^{*3}	AU\$ 1,440,000
Business Capital Growth ^{*4}	AU\$ -

YEAR TWO

Income	AU\$11,977,460
Expenses	AU\$ 6,686,400
Profit EBITDA	AU\$ 5,291,060
Unimproved Capital Growth	AU\$ 1,555,200
Business Capital Growth	AU\$ -

YEAR THREE

Income	AU\$14,312,085
Expenses	AU\$ 8,606,400
Profit EBITDA	AU\$ 5,705,685
Unimproved Capital Growth	AU\$ 1,679,616
Business Capital Growth	AU\$ 5,000,000

YEAR FOUR

Income	AU\$15,419,647
Expenses	AU\$ 8,796,400
Profit EBITDA	AU\$ 6,623,247
Unimproved Capital Growth	AU\$ 1,813,985
Business Capital Growth	AU\$ 2,500,000

YEAR FIVE

Income	AU\$16,527,210
Expenses	AU\$ 8,836,400
Profit EBITDA	AU\$ 7,690,810
Unimproved Capital Growth	AU\$ 1,959,104
Business Capital Growth	AU\$ 2,500,000

TOTAL AFTER FIVE YEARS

Income	AU\$70,213,862
Expenses	AU\$39,632,000
Profit EBITDA	AU\$30,581,862
Unimproved Capital Growth	AU\$ 8,447,905
Business Capital Growth	AU\$10,000,000

The above financial figures are the targets for AGM for the first five years following business commencement.

^{*2} EBITDA income before interest, taxes, depreciation and amortization have been subtracted; an indicator of a company's profitability ^{*3} Property Capital Growth based off 8% pa based on research which calculated the historic rate of capital growth for the north western irrigation area of NSW at 8.24% per annum for the period 1990 to 2008. This historical average Capital Growth rate has been used for this assumption based upon the fact that the north-western NSW Irrigation area is near the Properties and has comparable cropping production potential and climate. ^{*4} Business Capital Growth on business calculated based on Queensland Government business and industry website methods of valuation, utilising net profit of the Post Farm Gate Meat Sales (PFGMS) as the growth figure.



“Australia has earned a global reputation for its expertise in agriculture and the high quality of its product”

Joint Australian Ministerial Forward December 2012

Charolais sired grass fed calves on crossbred cows
Photo courtesy Rangan Charolais

To receive your copy of the Information Memorandum and secure your opportunity to own shares in this unique and profitable company, contact the AGM Representative who gave you this brochure or contact AGM's Australian Representative:



Natalie Tindale MB Solutions (Aust) Pty Ltd
Australian Mobile: +61 416005718
International Mobile: +37257046325
Email: agm@mbsolutions.asia



Download the Information Memorandum or Share Application from www.mbsolutions.asia

Copyright 2013 Australian Grassfed Meats Pty Ltd