



20 October 2015

## **CONFIRMED APPETITE FOR ATLAS PEARLS**

Atlas Pearls and Perfumes Ltd (ASX: ATP) ("Atlas") successfully completed its latest pearl auction held in Kobe on 14 and 15 of October with total sales of AUD\$2,146,398 - 26% over budgeted sales at closing exchange rate of 86.56 Yen to the Australian Dollar.

The auction was well attended and featured a good spread of customers, with 23 successful bidders out of the 40 companies who joined. The average price of sold lots exceeded expectations by 14%.

"Pearl traders appreciate the quality, color and high grading standards featured in Atlas lots. Regular supply of quality merchandise is valued by our clients who in return can structure their distribution channel" said Tim Jones, Atlas Distribution and Sales Manager. "This positive outcome confirms similar results achieved at our August private sale in Hong Kong and puts the company on track budget wise" he added.

"It appears that in the midst of a high level of uncertainty around Asian economies and volatility in equities markets, the demand for pearls continues to strengthen. Pearling has its challenges, but Atlas has developed a strong comparative advantage by investing in the production of better quality pearls while maintaining a stable and competitive cost base" said Pierre Fallourd, CEO of Atlas Pearls and Perfumes.

Atlas will hold its next auction in December 2015.

**END**

### **About Atlas Pearls and Perfumes Ltd**

Atlas Pearls and Perfumes ("Atlas") is an Australian based pearling and perfume business established in 1992. Atlas has earned an enviable reputation as a world leading pearl producer of "nature's most precious gift", the South Sea pearl, specialising in highly sought after white and silver pearls. Atlas operates pearl farms spread across the Indonesian archipelago, including Bali, Flores, and West Papua. Atlas is a fully integrated pearling business. The Company has its own high quality grading and loose pearl distribution business, a jewellery manufacturing capability and sells direct to customers through wholesale partners and via its retail outlets. In 2012, the Company expanded its operations into perfumes and is currently developing a range of propriety products which include pearl powder (cosmetics and nutraceuticals), pearl proteins (cosmetics), pearl volatiles and boronia (perfumes) for supply into the global luxury supply chain.

**For more information please visit:** [www.atlaspearlsandperfumes.com.au](http://www.atlaspearlsandperfumes.com.au)

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