



16 December 2015

CONSISTENT DEMAND FOR ATLAS PEARLS

Atlas Pearls and Perfumes Ltd (ASX: ATP) (“Atlas” or “the Company”) delivered another good trading result at its latest pearl auction held in Kobe, Japan on December 11 and 12 with total sales of A\$2.2 million, 20% over average reserve prices.

This result comes after similar strong performances at auction over the last 6 months, leaving the Company well ahead of its revenue targets for the first half of the 2015/16 financial year.

“We have seen some noticeably aggressive bidding on Atlas product during this auction, with our key customers becoming more and more appreciative of the consistent quality of what we are producing. With Atlas’ support, our trading clients are able to establish a reliable supply chain of a world class product to supply luxury markets” said Tim Jones, Atlas Distribution and Sales Manager.

“Atlas’ consistent trading results over the past few months reflect a balanced combination of an improving pearl harvest, good pearl grading and a suitable selling platform. The clear ongoing support from our trading client base is very much appreciated, and validates both our production profile and market approach. It is clear the Company is now benefiting from the decision to adopt a refocused strategic approach to its pearling core business and puts the Company in a good position to start 2016” said Pierre Fallourd, CEO of Atlas.

Atlas will hold its next pearl auction in April 2016.

- 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

For further information please contact:

Claudia Bertorello-Kell
Communications Manager
Atlas Pearls and Perfumes Ltd
T: +61 8 9284 4249
M : 0433 114 455
E: claudia@atlaspearlsandperfumes.com.au