

ASX ANNOUNCEMENT

31 October 2016

ATLAS SIGNS 4-YEAR SUPPLY AND LICENSING AGREEMENT

Atlas Pearls and Perfumes Ltd (ASX: ATP) (“Atlas”) is delighted to announce the execution of a pearl powder and protein extract supply and licensing agreement with the world’s largest direct marketing beauty company Guthy-Renker LLC.

The agreement means that Mother of Pearl powder and protein extract derived from Atlas’ *Pinctada Maxima* will be supplied to Guthy-Renker for an initial 4-year period, with rolling two year options, subject to minimum commercial outcomes.

The pearl powder and protein extracts will form part of the active ingredients in a new beauty and skincare line for Guthy-Renker, called Lumipearl.

Atlas and internationally renowned photographer Russell James’ company, Nomad Two Worlds, joined forces 4 years ago to establish World Senses Pty Ltd, a joint-venture whose vision was to extend the reach of pearls from the world of jewellery to that of beauty at large.

“The similarities both in structure and chemical composition between human skin and pearls encouraged us to identify and extract the very proteins that work to trigger and drive the formation of pearls,” said Pierre Fallourd, Managing Director of Atlas Pearls and Perfumes.

US-based Guthy-Renker is a pioneering and globally respected direct marketing company with annual revenues exceeding one billion US dollars. The company has developed many high quality consumer products in the beauty and skincare arena, and will commence a major marketing campaign for Lumipearl in the US market on 31st October 2016.

Since its inception as a pearl farming company in 1993, Atlas has been focussed on unlocking the magic and beauty of the South Seas, by producing the most beautiful South Sea Pearls from five farms in the Indonesian Archipelago. The company also seeks to add value to its shells by harnessing the principle of the blue economy of maximising output while minimising utilised resources.

The purchase of Essential Oils of Tasmania (EOT) in 2013 allowed Atlas to fast track and fine tune the extraction of natural active ingredients from the very same shells the company breeds and nurtures to produce pearls.

“We have been really impressed by the professionalism of all parties involved in the partnership from product development to marketing. We see this collaboration as a unique opportunity not only to cast light on EOT and its expertise, but also to feature the exceptional beauty of Indonesian South Sea Pearls, as well as the symbolic charge they carry as a result of the passion of the people who look after them while they grow,” said Mr Fallourd.

US Celebrity Angie Harmon will be the face and ambassador of Lumipearl. Australian Marine biologist, Dr. Joseph Taylor, will be the ambassador for Atlas Pearls and introduce the science behind the active ingredients, through the lens of photographer Russell James.

ASX Announcement ends

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.

"Nature's creation, from our hands to your heart"

For more information please visit: www.atlaspearlsandperfumes.com.au

For further information please contact:

Claudia Bertorello-Kell,
Communications Manager
Atlas Pearls and Perfumes Pty Ltd
T: (08) 9284 4249
M: 0433 114455
E: claudia@claudiabpromotions.com