



ASX Release
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Firm demand for Atlas Pearls continues

Atlas Pearls and Perfumes Ltd (ASX:ATP) (“Atlas” or “the Company”) is pleased to report the successful completion of its 22nd private pearl auction in Kobe, Japan on October 10 and 11.

The auction was held at the headquarters of the Japanese Pearls Exporters Association (JPEA) and very well attended by 59 companies from Japan and Hong Kong. Bidding was very competitive, and 90% of bids were successful, for total sales in excess of A\$1.8M.

This auction comes on the back of a successful sales trip in Hong Kong prior to the September International Jewellery Show which generated over A\$1.5M in sales.

“September and October sales to pearl trading companies confirm the good results of our April and June pearl auctions” said Tim Jones, Atlas Pearls Distribution Manager.

“Demand remains firm for Atlas Pearls and prices are stable” he added.

Atlas’ next pearl auction will be held in Kobe on December 5 and 6.

Quarterly market update

Atlas also hosted a successful inaugural private jewellery show in Singapore in July at Robinsons department store on Orchard Road and entered into another promising jewellery distribution agreement in Shanghai, China in August.

“Those encouraging results are reflecting Atlas’ commitment to focus on its core pearling business while progressively expanding its capabilities into value adding activities” said Pierre Fallourd, Atlas Managing Director.

Atlas Pearls has also released its annual report featuring new imagery and from the Company’s 2017-18 campaign. The photographic and video imagery features Atlas Ambassador Sarah Tilleke, model and recent contender of successful national television program Survivor Australia. Sarah joined Ambassador Diah Rahayu, role model and Indonesian pro-surfer, for an immersive experience at Atlas Pearls’ Pungu Island pearl farm in Labuan Bajo, Flores.

Atlas confirms its Annual General Meeting will be held on November 29. It is expected that among other topics at the AGM, directors will be asking shareholders to remove the reference to “Perfumes” in the Company’s ASX listed name.

“We believe the name Atlas Pearls will better reflect the focus of the core business on pearling interests. Pearl farming is what drives us, it is our passion and our backbone.” explains Mr Fallourd.

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

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