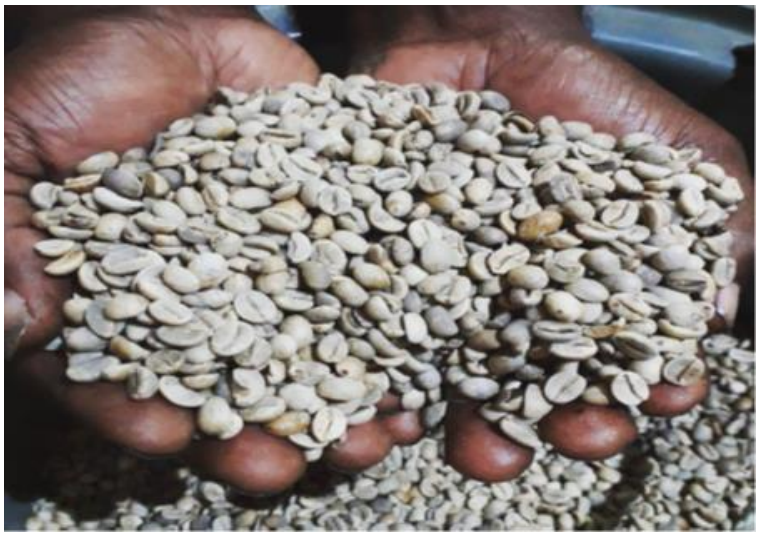
INVESTMENT PACKAGE – FRONT PAGE

IMPACT INVESTMENT OPPORTUNITY

TANNA COFFEE



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TANNA COFFEE
A Taste of the South Pacific

INVESTMENT PACKAGE PAGE TWO

THE TANNA COFFEE JOURNEY

VANUATU'S SOUTHERN ISLAND OF TANNA HAS A LONG HISTORY OF COFFEE PRODUCTION DATING BACK TO 1852. TANNA'S PLENTIFUL RAINFALL AND ABUNDANT SUNSHINE PROVIDE THE IDEAL CLIMATIC CONDITIONS FOR GROWING PREMIUM QUALITY ARABICA COFFEE IN THE DEEP, RICH VOLCANIC SOILS OF THE STILL-ACTIVE MT. YASUR VOLCANO. THE ACTIVE VOLCANO'S EXISTENCE IS THE VERY ESSENCE OF THIS TRULY UNIQUE PRODUCT, WHICH IS NOW GROWN BY MORE THAN 1,000 ORGANICALLY CERTIFIED SMALL-HOLDER FARMERS, WHO ONLY UTILISE THEIR TRADITIONAL FARMING PRACTICES THAT HAVE BEEN HANDED DOWN OVER THE CENTURIES.

VANUATU'S COFFEE INDUSTRY WAS STRUGGLING UNDER AN OLD COLONIAL REGIME UNTIL 1998 WHEN TERRY ADLINGTON (A COFFEE FARMER FROM AUSTRALIA) TOOK OVER THE COMPANY AND WORKED TIRELESSLY WITH THE TRADITIONAL LANDOWNERS TOWARD REVITALISING THIS VERY IMPORTANT INDUSTRY, AN OBJECTIVE WHICH HAS NOW BEEN ACHIEVED. INDIVIDUAL FARMERS INCLUDING MEN, WOMEN & YOUTH HAVE BEEN EDUCATED AND EMPOWERED ROWARD BECOMING SELF-SUFFICIENT AND RESILIENT SMALL-SCALE ENTREPRENEURS, WHO ARE NOW CAPABLE OF GROWING AND PROCESSING THEIR OWN VALUE-ADDITION PRODUCTS.

AFTER ESTABLISHING THE NEW SYSTEM AND DEVELOPING AN ADDITIONAL INTER-CROPPING REGIME THAT PROVIDES INCREASED FAMILY INCOMES AND IMPROVED LIVELIHOODS, THE COMPANY MOVED TO THE CAPITAL CITTY OF PORT VILA AND DEVELOPED A COFFEE ROASTERY AND AGRI-TOURISM CENTRE TO CAPTURE THE LOCAL HOSPITALITY & TOURISM MARKET AND SECURE REGIONAL & INTERNATION CUSTOMERS. THE BUSINESS HAS CONTINUED TO EXPAND AND DEVELOP UNDER THIS STEWARDSHIP AND NOW PROVIDES A WONDERFUL OPPORTUNITY TO DEVELOP THE BUSINESS MUCH FURTHER.

THE UNPRECEDENTED DEMAND FOR TANNA COFFEE HAS ALWAYS OUTSTRIPPED THE CURRENT PRODUCTION LEVELS AND THE COMPANY IS NOW SEEKING A LARGE CAPITAL INJECTION THAT WOULD FACILITATE A MAJOR SCALE-UP OF PRODUCTIVITY, IN ORDER TO MATCH THE HIGH SALES DEMAND FOR TANNA COFFEE. THE COMPANY OWNER HOLDS A 51% SHAREHOLDING AT PRESENT AND IS BROADLY OPEN TO ANY EQUITY-LEVEL DISCUSSIONS, OR BUSINESS MANAGEMENT SCENARIOS. THE BALANCE OF THE COMPANY SHARES ARE CURRENTLY OWNED BY A PRIVATE SOCIAL ENTERPRISE AND IMPACT INVESTMENT FUNDER.

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SOCIO-ECONOMIC IMPACTS ON TANNA

THE TANNA COFFEE DEVELOPMENT COMPANY (TCDC) PLAYS A VITALLY IMPORTANT ROLE IN THE OVERALL SOCIO-ECONOMIC ENVIRONMENT ON TANNA ISLAND, BY NOT ONLY PROVIDING INDIRECT FULL-TIME AGRICULTURAL EMPLOYMENT FOR AROUND 1,200 INDIVIDUAL SMALL-HOLDER FARMERS, BUT ALSO THROUGH PROVISION OF A RELIABLE SOURCE OF CASH INCOME FOR AN ADDITIONAL 3-4,000 ASSOCIATED FAMILY MEMBERS, WHO ASSIST THE FARMERS DURING THE EXTENDED COFFEE HARVEST SEASON. THE COMPANY IS RECOGNISED AS THE LARGEST EMPLOYER ON TANNA ISLAND AND CONTRIBUTES ENORMOUSLY TO THE LOCAL SOCIO-ECONOMIC NEEDS.

AN AGRI-TOURISM FACILITY HAS BEEN DEVELOPED IN PORT VILA AND ANOTHER IS NOW UNDERWAY AT TCDC'S MAIN COFFEE PROCESSING PLANT ON TANNA ISLAND, WHICH IS PRIMARILY AIMED AT THE EVER-GROWING LOCAL AND OVERSEAS TOURISM MARKET. THE FACILITY HAS A CAFÉ & ASSOCIATED RETAIL OUTLET AND UNDERTAKES PRODUCTION & PROCESSING TOURS, ALONG WITH INFORMATIVE TOURS OF OUR LATEST DIVERSIFICATION INTO THE HONEY PRODUCTION UNIT. IT IS ENVISAGED THAT A SMALL ARTISINAL COFFEE ROASTER WILL BE ADDED SOON, ALONG WITH A COMMERCIALLY VIABLE ESSENTIAL OIL PROCESSING PLANT AND FACILITY.

ADDITIONALLY, THE SUCCESFUL INTRODUCTION OF THE SHORT, MEDIUM & LONG-TERM INTERCROPPING REGIME, NOW PROVIDES A GREAT SOURCE OF HIGH QUALITY FRUIT & VEGETABLES, VARIOUS ROOT CROPS AND ESSENTIAL OIL PRODUCTS FOR THE FARMER, THEIR FAMILIES AND COMMUNITIES AT LARGE. THE COMPANY HAS RECENTLY UNDERTAKEN A TRIAL PROGRAM THAT IS TRAINING AND WORKING WITH VAIOUS WOMEN'S GROUPS, DEVELOPING SMALL-SCALE COMMERCIAL PRODUCTION OF HIGH-END VEGETABLES FOR THE HOSPITALITY & TOURISM MARKETS.

STRATEGIC BUSINESS PARTNERSHIPS

TANNA COFFEE CURRENTLY HOLDS AN 85% MARKET-SHARE OF LOCAL COFFEE CONSUMPTION WITHIN VANUATU, PRIMARILY SUPPLYING MOST OF THE RESORTS, HOTELS, RESTAURANTS & CAFES, BUT IT IS ALSO IN GREAT DEMAND THROUGHOUT THE SOUTH PACIFIC REGION. THERE ARE SEVERAL CONTRACTED CAFÉ CUSTOMERS ALREADY ESTABLISHED IN FIJI AND SAMOA, WITH ASSOCIATED DISTRIBUTORS IN AUSTRALIA, NEW ZEALAND & EUROPE, WITH KEEN INTEREST BEING SHOWN AT THE MOMENT FROM NEW CALEDONIA, CHINA AND KOREA, WHICH UNFORTUNATELY CANNOT BE SATISFIED OR FULFILLED AT THE MOMENT.

THE COMPANY HAS A SMALL, BUT WELL ESTABLISHED LOYAL CUSTOMER ON-LINE DATA BASE IN AUSTRALIA AND NEW ZEALND, WHERE THE CURRENT SALES FIGURES INDICATE THAT GREAT OPPORTUNITIES FOR EXPANSION AND DEVELOPEMNT EXIST, WITHIN THIS MEDIUM. THE CURRENT NUMBERS CAN BE LARGELY ATTRIBUTED TO AND DRIVEN BY TOURIST VISITS TO EITHER OF TCDC'S AGRI-BUSINESS PROCESSING FACILITIES, BUT TO DATE ONLY LIMITED MARKETING HAS BEEN UNDERTAKEN IN THIS SECTOR. INCREASED PRODUCTION AND A GREATER EMPHASIS TOWARD ENHANCING THESE NEW ON-LINE SALES OPPORTUNITIES ARE NOW ABSOLUTELY ESSENTIAL.

AVAILABLE OPPORTUNITIES

- IMPACT INVESTMENT (IP TO 100%)
- EXPANSION & DEVELOPMENT OF A VITALLY IMPORTANT LOCAL INDUSTRY
- SELF=SUSTAINABLE AND RESILIENT
- AGRICULTURAL DEVELOPMENT
- BOLD INITIATIVES TO EMPOWER AND ENGAGE WITH WOMEN AND YOUTH
- ENHANCED SOCIO-ECONOMIC IMPACTS ON VALUE-ADDITION SUPPLY CHAIN

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