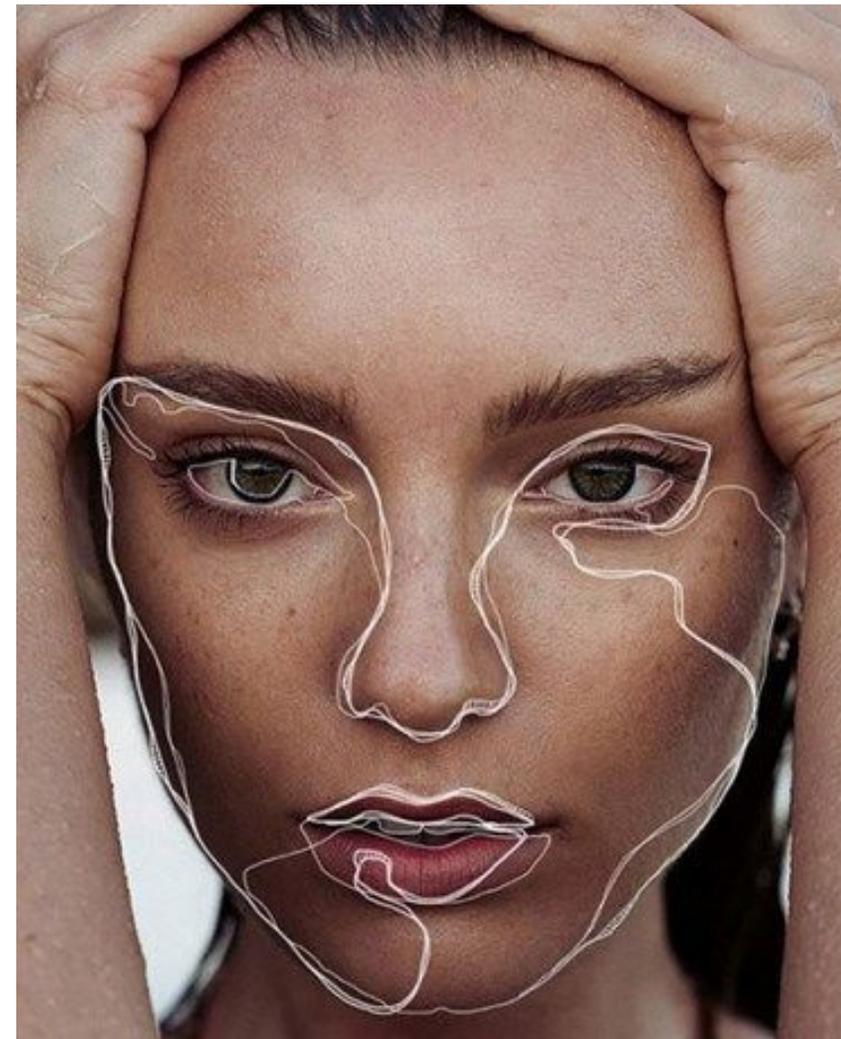


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Total Face Group Limited (ASX:TFG)

Annual General Meeting - 28 November 2018



J
bronze

 breathe

nailKALM®

ELLE

ELLE kids

INfinite

E R A
By Women's Weekly

COUNTRY STYLE
LIVING

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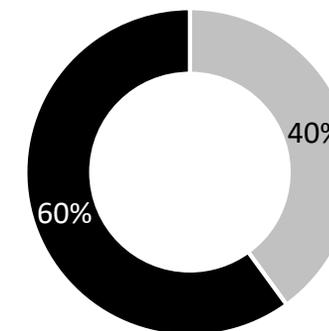
About Total Face Group Limited

Total Face Group Limited (ASX:TFG), an ASX-listed medical clinic, skincare, cosmetics and wellness Company, comprising the 10 clinics of the Total Face Group network and the recent acquisition of The Giving Brands Company (GBCo)

- TFG's 10 clinics provide cosmetic treatments across three core treatment modalities - cosmetic injectables, skin rejuvenation and body fat reduction
 - Founded in July 2014 and listed on the ASX in January 2016
 - 59 full time employees, including staff of medical doctors and nurses
 - Clinic network spans Melbourne, Sydney, Canberra and Queensland
- Recent acquisition of The Giving Brands Company Pty Ltd (GBCo) adds additional revenue streams and a refreshed executive team to reshape the existing clinic network in line with new strategic direction
- The Company is well funded to achieve its goals
 - \$7 million Placement to institutional and sophisticated investors completed via the issue of 140,000,000 fully paid ordinary shares at \$0.05 per share
 - Further \$1.39 million raised by non-renounceable entitlement offer via the issue of 27,892,537 fully paid ordinary shares at \$0.05 per share
 - The vendors of GBCo received consideration of 51,725,552 fully paid ordinary shares in TFG
- GBCo owns, licenses and partners with multiple brands in the beauty industry
 - Four profitable brands in market – Jbronze, INfinite, NailKALM and Breathe therapeutic massage
 - Multiple additional brands under development or poised for launch
- Proposed change of company name to Wellness and Beauty Solutions Limited (proposed code ASX:WNB) to better reflect market positioning and strategic direction

Top 20 Shareholders own 76.23%

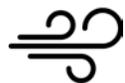
Split of Institutional vs Retail Shareholders



■ Institutional Shareholders ■ Retail Shareholders

Shares on Issue	345,620,733
Share price (26 November 2018)	\$0.050
Market Capitalisation (at \$0.054)	\$17.3m

Investment Highlights



Strong industry tailwinds

- Large and growing global wellness and beauty market
- **Clinical and spa treatment market** worth an estimated **\$438.2 million** in FY18¹
- **\$7.4 billion cosmetics and toiletry wholesaling industry** in Australia² alone



Jbronze self-tanning range poised for US launch

- Jbronze self-tanning range will launch into US market valued at **US\$5.5 billion market by 2026³**
- **Licence secured for ELLE brand** with Colour Cosmetic range positioned for 2019 launch
- Pipeline of additional retail brands will launch throughout 2019



Proven track record

- GBCo has a proven track record of commercialising brands from conception to sale
- Range of **profitable in-market products** already sold via retail stores and online distribution



Marketing firepower

- Co-marketing partnerships with known magazine brands provides **affordable, blanket marketing** to targeted audience
- Magazines financially incentivised to drive brand and product awareness
- Strong social media influence supporting retail brands



Established retail distribution

- Existing **retail distribution** throughout Australia via multiple partners including Chemist Warehouse, Priceline, Watsons
- Sold via a combined **~1,280 retail doors**
- Established e-commerce presence



Professional tanning targets \$167M Australian market⁴

- Repositioning existing clinic network will provide revenue growth through inclusion of **additional services such as professional tanning** to capture new and wider-ranging clientele



Retail margins increase up to 70%

- Vertical integration of skincare replaces existing retail products sold via salons with owned brands – **increasing margins up to 70%**



Proven management team

- **New executive team led by Mrs Christine Parkes**, founder of GBCo
- 20+ years in beauty and wellness
- Branding expert, successfully developing, branding and growing skincare and cosmetics brands

1. IBISWorld OD4150-Health and Wellness Spas in Australia Industry Report – 36.5% destination spas, 12.0% medical spas, 51.5% day spas. 2. IBISWorld Report F3722. 3. Transparency Market Research, the global demand for self-tanning products is poised to expand steadily at a CAGR of 5.3% to nearly US\$5.5b by 2026. 4. IBISWorld Industry Report S9511 – Hairdressing and Beauty Services in Australia

Transforming the clinic network – Immersion Clinical Spa

Drive increased performance of existing clinic network by adding beauty and wellness services to attract new clientele and provide a true spa experience under a new brand and aesthetic



All 10 TFG clinics will be re-branded with a new vision, service offering and aesthetic

Vertical integration of owned professional and retail branded products for sale via clinical footprint

Implementation of brand ambassadors to stimulate engagement and drive traffic and growth of new and repeat clientele



EXISTING CLINICAL SERVICES

- Fillers and injectables
- Microdermabrasion
- Skin Analysis
- Laser
- Hair Removal
- CoolSculpting
- Fat Removal
- Acne Treatment
- Vein Treatment
- Tattoo Removal

Procedures led by experienced team of Doctors, Nurses, Dermal Specialists and CoolSculpting Clinicians

BROADENING APPEAL WITH COMPLEMENTARY NON-INVASIVE SERVICES

Massage, facials and other non-invasive spa treatments and professional tanning studios

- Breathe therapeutic massage
- Jbronze professional tanning studios
- INfinite professional cosmeceutical range
- Organic Nation Bioactive organic skincare

Services provided will use professional ranges of proprietary products owned by the Group.

A range of retail products, all owned by the Group, will be sold through the clinic network.



About The Giving Brands Company

Fully integrated cosmetic brand design company that owns, licenses and partners with multiple brands in the beauty industry

CHRISTINE PARKES

FOUNDER OF GBCO AND TFG CEO & MANAGING DIRECTOR

- Over 20 years' experience in the beauty and wellness industry
- Strong reputation in brand management, new product development, rebranding and the ability to deliver revenue growth
- Expertise in strategic marketing, import and export supply, registration and compliance requirements and manufacturing
- Experience utilising established global network of key influencers to launch and grow skincare cosmetics products
- Previous owner of a successful boutique cosmetic and skincare manufacturer, providing invaluable knowledge of the technical and manufacturing process, distribution, development and launch within domestic and international markets

- GBCo's team has extensive management and operational expertise with a seasoned, proven track record of creating rich clear brand stories
- Founded in 2007 as a boutique design manufacturer of well regarded 3rd party Australian Skin Care and Cosmetics
- In 2016, changed focus to brand ownership and licensing, resulting in successful, profitable business selling proprietary branded retail skincare and cosmetics products nationwide
- GBCo has access to substantial retail and professional doors throughout Australia, including distribution via Chemist Warehouse, Priceline Pharmacy, providing the right platform to successfully launch new brands
- GBCo distributes via a network of pharmacy groups, department stores, salons and spas, delivering a more even and balanced approach to the category of health and wellness
- Business led by Managing Director and CEO Christine Parkes who has 20+ years industry experience and proven track record developing and growing profitable beauty brands



Current in market brands set for further growth with additional brands in design phase and set for short-term go to market campaigns



Strategic Rationale

Combination of clinic network with owned retail brands provides a new platform for growth and accelerated earnings

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- Opportunity to rebrand clinic network and reshape offering to provide new entry points for consumers
- Growth opportunity from existing retail skincare brands, plus the launch of new products, brands and in-clinic services

 OPPORTUNITY TO SCALE UP BUSINESS



DIVERSIFICATION OF EXISTING OFFERING

- Introduce professional tanning into existing clinic infrastructure to improve performance and attract new clientele
- Diversify revenue base of the business into mainstream retail through in-market brands and others ready to launch

- Owned skincare will be cross-sold into existing clinic network
- Improves margins in retail skincare sales from ~40% to ~70%
- Capitalises on significant growth in retail skincare sales achieved in FY18



VERTICAL INTEGRATION

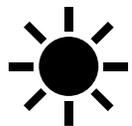


ACQUISITION DELIVERS efficiency IN OVERHEADS

- TFG clinic network (ex GBCo) FY19F revenue of \$15m, EBITDA of \$2.1m
- FY19 unaudited reduction in corporate overheads from \$4.1m in FY18 to \$1.8m
- Combined group annualised forecast revenue of \$23.1m, and EBITDA of \$1.9m
- GBCo FY18 revenue of \$1.58m.
- Apr-Jun quarter showed 63% YoY growth in 2018 (off-peak)
- Jan-Mar quarter showed 37% YoY growth in 2018 (peak)

Market size provides significant opportunity

CLINICAL SERVICES



\$166.6M

Australian professional tanning services market¹

Immediate growth opportunity in professional tanning services utilising existing clinic network



\$438M

Australian health and wellness spas market²

Increasing demand for spa and wellness services in Australia due to increasing focus on health and appearance

RETAIL BRANDS



US \$80M

Global self-tanning product market value in 2018³

Jbronze self-tanning retail range reformulated and poised for a US launch



\$1.1B

Australian shower, bath and skincare market⁴

Leveraged to large skincare market as retail brands diversify product range

1. IBISWorld Industry Report S9511 'Hairdressing and Beauty Services In Australia. 2. IBISWorld Health and Wellness Spas – Australia Market Research Report (June 2018). 3 Transparency Market Research. 4. IBISWorld Industry Report G4271b.

Business and revenue model

RETAIL BRANDS



- Licensing agreements with high selling national magazines to create branded skincare and cosmetic product ranges
- Owned brand products sold via network of retail distributors, online and across TFG's clinic network
- Licensors financially incentivised to drive brand and product awareness and sales
- Partnerships provide low cost, targeted in-magazine advertising to broad customer base under co-marketing arrangements with licensing partners
- Brands and brand ambassadors use social media influence to capture target customers

CLINICAL SERVICES



- Fee per service model
- Introduction of in-clinic services such as professional tanning and skin treatments using proprietary developed professional product ranges
- High-margin in clinic sales from vertical integration of retail proprietary products, providing cross-sell opportunities



Head Office
leveraging existing
relationships to
establish new and
exciting clinic
ambassadors,
marketing and cross-
referral
opportunities

In market retail brands

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900,000



1,180,756

Acquired by GBCo in January 2017 from Pharmacare

National and international expansion plans leveraging existing brand equity

Vegan friendly brand



THE TANNING MARKET

- The **global demand** for self-tanning products is poised to expand steadily at a CAGR of 5.3% to nearly **US\$5.5b by 2026¹**.
- The self-tanning products market in **Europe** is expected to reach **US\$2.8b** by the end of **2026¹**.
- **In the US**, self-tanning has experienced significant growth since the turn of the millennium. Revenue projected to be around \$763m, with **annual growth** rate of **just over 15%²**.
- **UK** self-tanning market worth **£60m in 2014³**.

POISED FOR INTERNATIONAL EXPANSION

- New product specifically reformulated for exportation into the US and UK markets
- Dedicated team focussed on international importation rules
- Ability to leverage existing relationships with distribution partners



1. Transparency Market Research. 2. IBISWorld: <http://www.selftanning.com/self-tanners-are-more-popular-than-ever/>. 3. Mintel: in 2014, 27% of men aged 16-24, 29% of women aged 16-24 and 24% of women aged 25-44 used self-tanning products.

In market retail brands



Originally designed for Breathtaker hotel and spa in Mount Buller, Victoria, Breathe brings the very best of Australian botanical ingredients together for a complete destination spa.

Over the 12-week winter snow season, the spa generated over \$300k in sales from the Breathe and Organic Nation professional service treatments and retail product ranges.

The highly successful Breathe professional service treatment, product range and Organic Nation product range will now be introduced into the Company's clinic network, bringing a new and complementary spa and therapeutic massage offering to the clinic network.



NailKALM, clinically proven and dermatologically tested to effectively treat fungal nail infections.

Developed and made in Australia with AMYCOT®, a TGA unique, organic, and non-toxic active ingredient.

NailKALM has been featured on Today Tonight, and is stocked in pharmacies around Australia.



Retail brands launching soon

Leveraging strong, existing brand and social media following to launch branded products into captive market

ELLE

A product range for the worlds largest female magazine.

All Elle beauty products and packaging are to be sustainable & environmentally friendly, with no animal testing and all products free from parabens and palm oil.

Elle beauty is for every girl.



AUS DIGITAL AUDIENCE	294,689
AUS SOCIAL CONNECTIONS	643,120
READERSHIP	8,900,000
INTERNATIONAL SOCIAL CONNECTIONS	8,900,000



EXPECTED LAUNCH 2019

ELLE kids



Global | For All | For Every Child

A product range made of nourishing formulas that are gentle and organic.

The Elle Kids cosy towel range is made of the best quality absorbent cotton, featuring simple, timeless, yet fun animal prints.

Retail brands launching soon

Leveraging strong, existing brand and social media following to launch branded products into captive market

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INfinite

A range of natural moisturising skin creams focusing on the spectrum of facial skin care via hydrating, preventative and active ingredients.

INSTAGRAM	2,300,000
FACEBOOK	4,700,000
READERSHIP	130,000

Strong and established Australian based social media following for InStyle Australia



LAUNCHING 2019

COUNTRY STYLE LIVING

An elemental journey of products combining the very best extracts from the mountains, desert and rainforests.

Ecologically sound products made with only the very best raw materials, packaging carefully sourced bringing the very essence of Country Style Living to your homes.

INSTAGRAM	124,000
FACEBOOK	638,949
READERSHIP	372,000



EXPECTED LAUNCH 2019

ERA By Women's Weekly

A collection of authentically designed Australian home spa bath & body products. Carefully blended formulations of Australian botanicals have been designed to create time to relax, revive & rejuvenate as well as nourish and refresh you, at an affordable price.

INSTAGRAM	32,2006
FACEBOOK	570,173
READERSHIP	1,808,000

Accelerated market penetration will leverage large readership



EXPECTED LAUNCH 2020

Established retail distribution and marketing reach

Existing network of retail distributors provides access to over 1,200 retail doors in Australia and access to international markets



GBCo works with partners across multiple channels consistently ensuring a more even, balanced approach to the category of health, wellness and beauty



Use of the clinic network to soft launch, new brands will enhance uptake in major retail doors



Access to all of GBCo's partner's & brand's databases provides a **direct market reach of over 10 million people** – almost 50% of Australia's population and twice New Zealand's population

Growth strategy

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1

Launch
ELLE Colour
Cosmetics
range in 2019

Recent deals signed with Lagardere Paris to secure licensing rights to ELLE magazine brand for launch of ELLE Colour Cosmetic range in 2019



2

Launch
additional
retail brands
in FY19

Two additional brand licence deals signed with Bauer Media for Australian Women's Weekly and Country Style Living



3

Launch
Jbronze in
large US
market

Product reformulation to meet US requirements complete. Jbronze poised for US launch in 2019



4

Rebrand
and refresh
clinical
offering

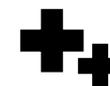
Reposition clinics as health, wellness, and beauty spas.
Adding range of additional services to existing clinical offering seeking to attract a broader customer base



5

Add
professional
tanning
services to
existing clinic
network

Provide Jbronze professional tanning services to bring in new, repeat clientele



6

Replace
retail products
sold in clinic
with owned
brands

Increase margins to up to 70% by replacing 3rd party brands with owned brand product ranges



Investment summary



Large and growing beauty and wellness market with Australian cosmetics and toiletry wholesale market valued at \$7.4b alone¹



Jbronze self-tanning range poised for US launch, following complete reformulation to meet country-specific requirements



Professional tanning salons to be added to existing clinic network, accessing an Australian market worth \$167 million



Vertical integration of proprietary products into clinics increase retail margins up to 70%



Range of developed and in-development products poised for launch during 2019, with branding rights secured under licence, including for ELLE, Australian Woman's Weekly and Country Style Living



Co-marketing partnerships provide high impact, targeted advertising by licence partners and brands



Existing retail distribution throughout Australia via multiple partners including Chemist Warehouse, Priceline, Watsons, Terry White Chemmart, Blooms, Sisterhood, Good Price Pharmacy Warehouse, Clicks, Ulta Beauty, Pharmacy4Less, Chemist King Pharmacy, Giant Chemist



New executive team, led by Christine Parkes, founder of GBCo, brings decades of beauty and cosmetics expertise and proven track record developing and growing profitable retail brands in cosmetics and skincare industry

1. IBISWorld Report F3722

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