

The Next Dairy Superpower: Camel Milk infant formula

Backed by government, powered by IP, designed
for the global USD 91B market.

GOOD EARTH DAIRY



Cow's milk proteins challenge every baby: allergies for some, digestion issues for all.

- Cow milk protein (CMPA) is the leading cause of formula intolerance, not lactose.
- Cow's milk is hard to digest for all babies. Forms hard curds in the gut.
- Current solutions taste bad, are expensive and don't solve the problem.



Redefining Infant Nutrition: Camel milk the natural solution

Allergen-free

Easy to digest

Neutral taste

**Molecularly
closest to human
milk**



Proven Traction & Market Validation



- Government-backed: USD 2.9M grant to build infant formula facility.
- Award-winning products: Multiple gold & silver medals (DIAA WA Dairy Awards 2025).
- USD 0.7m federal & state R&D refunds + USD 67k grant to de-risk future facility construction.
- Presence across 50+ supermarkets/stockists.

Technology that Makes Camel Milk Scalable & Affordable

Modular dairies: 1,680 camels → 3M litres/year, built & commissioned in just 7 months.



Novel husbandry techniques: domestication & milking in 6 weeks, ensuring animal welfare.



End-to-end IP: developed across camel selection, feeding, milking, processing, and dairy design.



Cost breakthrough: projected < USD 0.7/L, compared to ~USD 12/L retail.



De-risked:
independent USD
106K study
confirmed regulatory
& commercial
compliance

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Business model: three revenue streams & modular scale-up



Step 1: First modular dairy (≈3M L p.a.): USD 45m turnover capability with 50% margin.



Step 2: Infant formula facility (co-funded by USD 2.9m grant)



Step 3: Brand rollout & B2B offtakes

Go-to-Market Strategy



Market opportunity: premium niche with outsized demand

Global infant formula

USD91B

Hydrolysed segment
USD10B

Camel milk products market in China: Forecast USD 1.1B by 2027

Targeting the top
~1% premium



Investment opportunity: USD 2.3 to Build the Future of Infant Nutrition

Raise:

- USD 2.3m equity
- Ordinary shares

Co-funding:

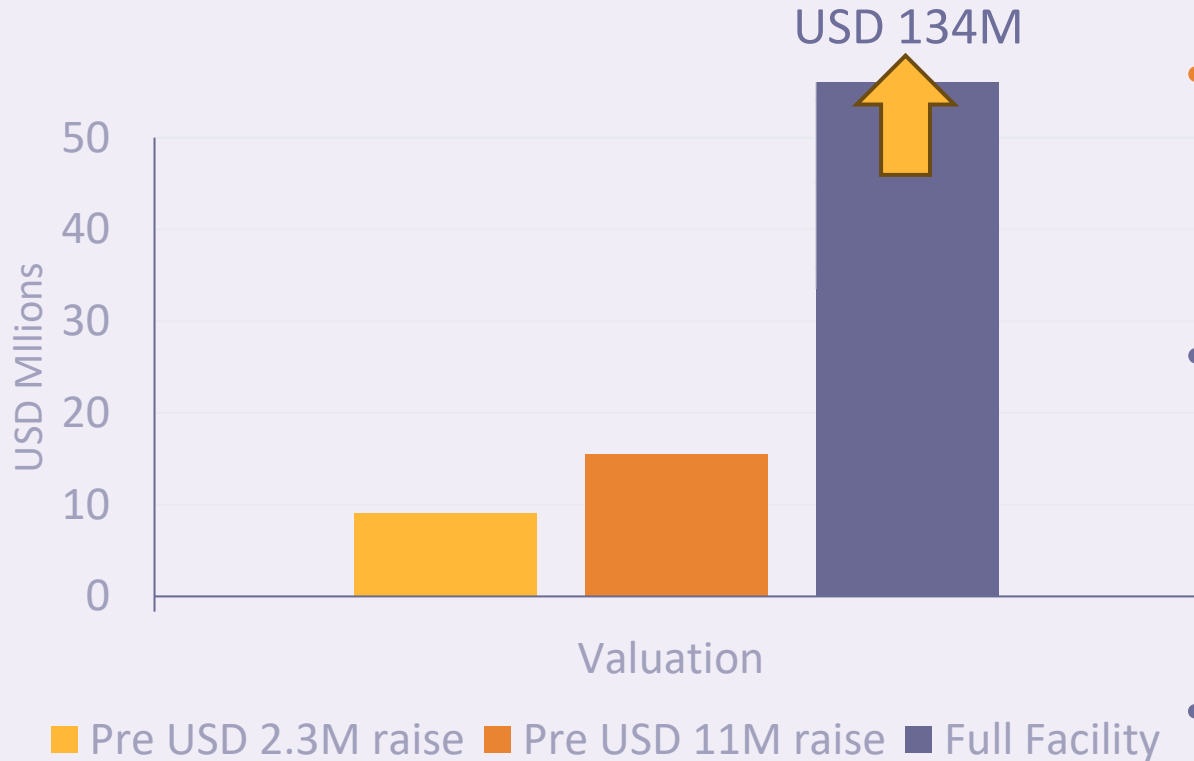
- USD 2.9m government grant
- Applied to facility CAPEX

Use of Funds

- Herd scale-up (360 camels → USD 4m turnover)
- Facility build
- IPO prospectus (12–18 months)



Project Economics and Valuation



- **Post 2.3M raise:**

- Early Phase USD 4m turnover
- EBITDA ≈ USD 1.2m p.a.

- **Full Facility:**

- USD 45m turnover.
- Valuation Upside 3× revenue multiple → ~USD 134m

- Valuation based on a single modular dairy

NPV @ 15%

- USD 45M

ROI (10 years)

- 924%

Annualised ROI

- 26%

Thank you!

Marcel Steingiesser

Executive Chair

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