

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

Branded infant formula

- Premium, allergy-addressing formula
- Export-led; recurring demand

Ingredient supply (powder)

- B2B camel milk powder to manufacturers
- Volume anchor; focus on offtake agreements

Fresh milk & camel meat

- Adjacency revenue
- Supports cash flow during 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

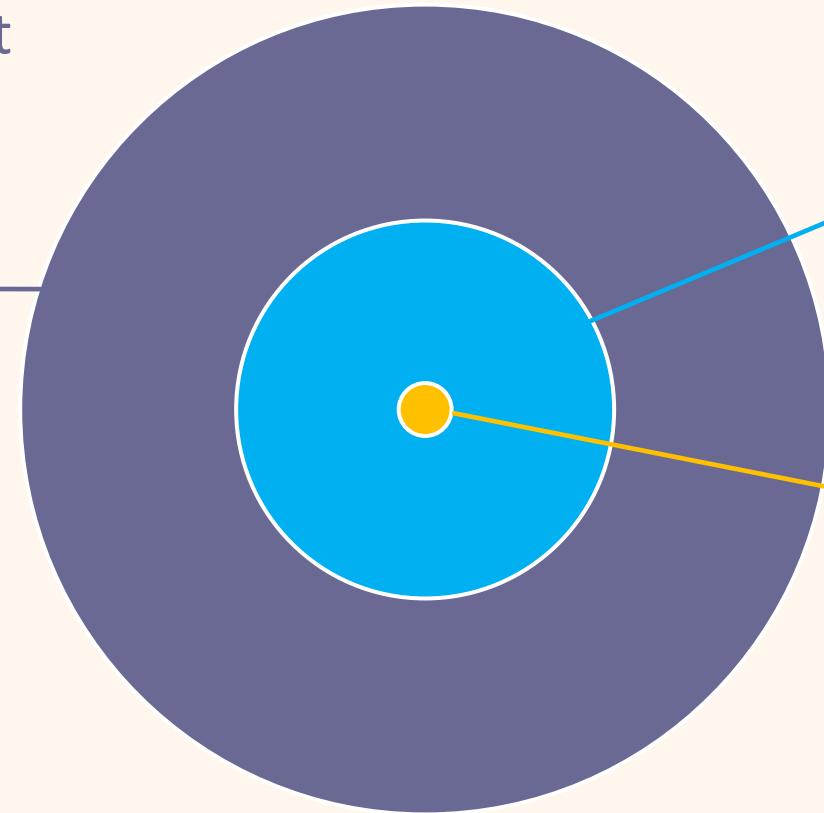
Go-to-Market Strategy



Market opportunity: premium niche with outsized demand

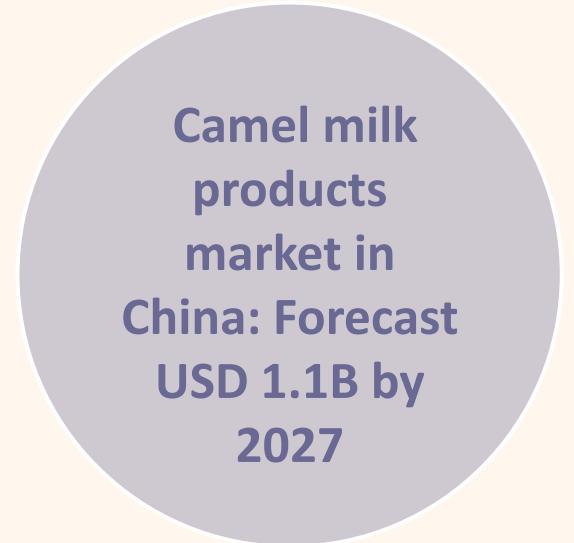
Global infant formula

USD91B



Hydrolysed
segment
USD10B

Targeting the top
~1% premium



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

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

Raise:

- USD 2.3m equity
- Ordinary shares

Use of Funds

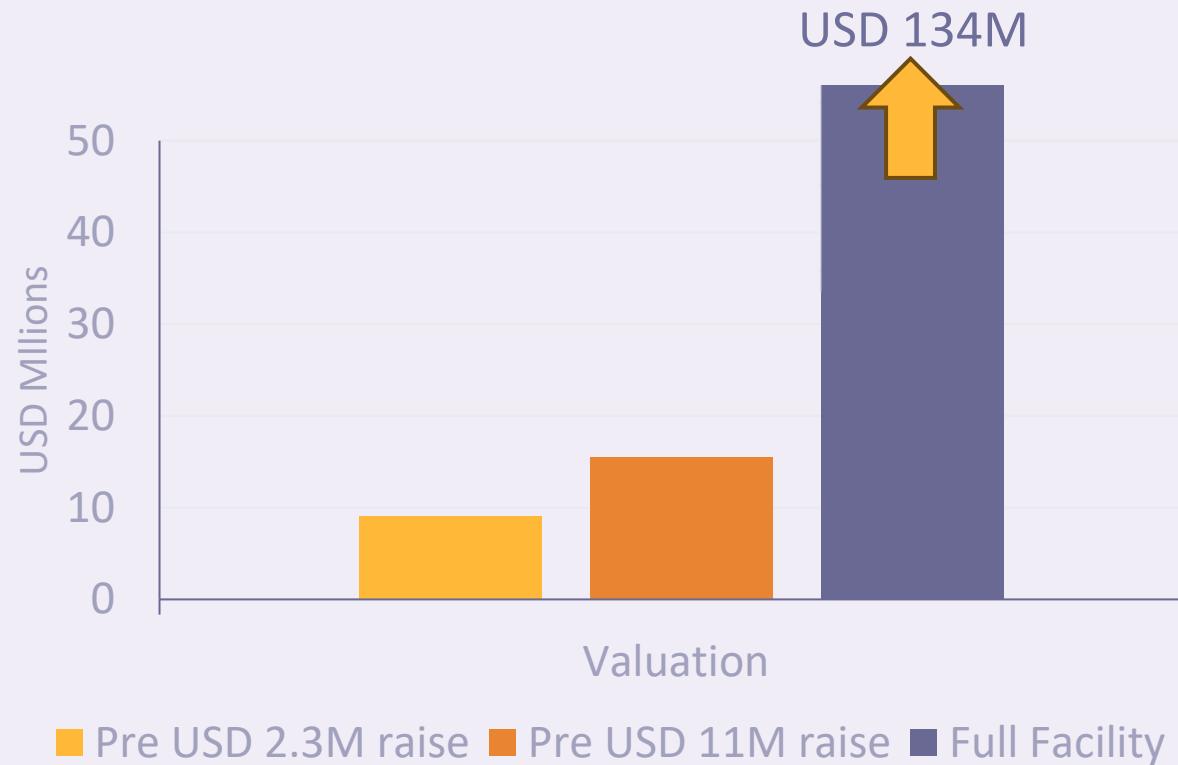
- Herd scale-up (360 camels → USD 4m turnover)
- Facility build
- IPO prospectus (12–18 months)

Co-funding:

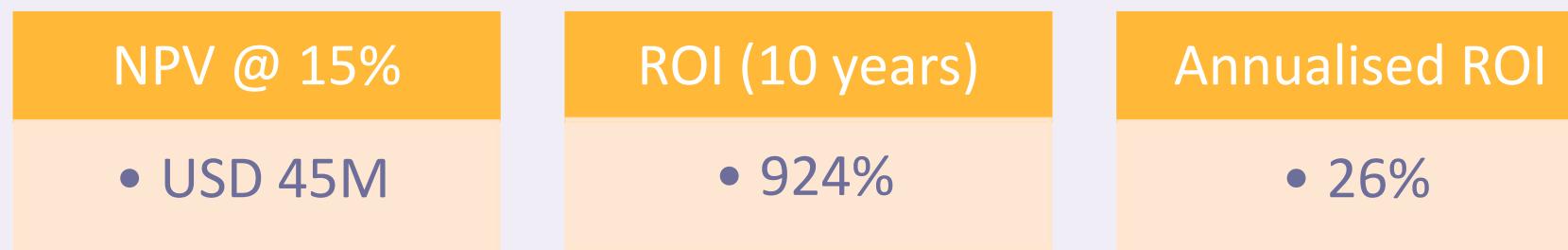
- USD 2.9m government grant
- Applied to facility CAPEX



Project Economics and Valuation



- **Post 2.3M raise:**
 - Early Phase USD 4m turnover
 - EBITDA \approx USD 1.2m p.a.
- **Full Facility:**
 - USD 45m turnover.
 - Valuation Upside 3x revenue multiple \rightarrow ~USD 134m
- Valuation based on a single modular dairy



Thank you!

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