



AUS CAMEL DAIRIES PTY LTD

# CROWD-SOURCED FUNDING OFFER DOCUMENT



**16<sup>th</sup> JUNE 2026**

**OFFER OF FULLY-PAID ORDINARY  
SHARES IN AUS CAMEL DAIRIES PTY  
LTD AT A\$0.15 PER SHARE TO RAISE A  
MAXIMUM OF A\$350,010.**

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**This crowd-sourced funding (CSF) offer document relates to the  
Offer of fully-paid ordinary shares in Aus Camel Dairies Pty Ltd.**

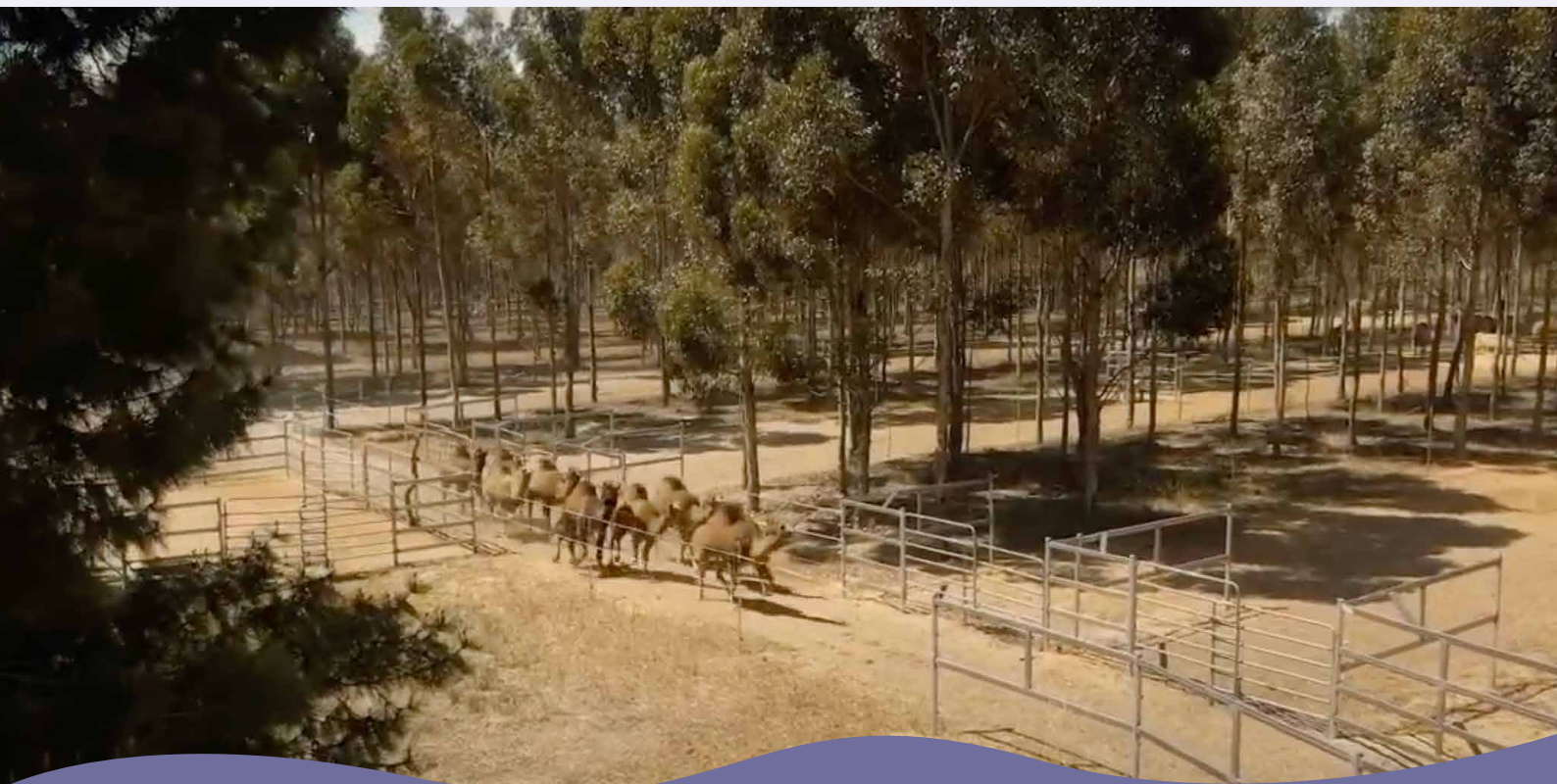
This Offer is made under the CSF regime in Part 6D.3A of the  
Corporations Act 2001 (Corporations Act).

**Issuer** Aus Camel Dairies Pty Ltd ACN 634 549 170 (Trading as Good Earth Dairy)  
**Intermediary** Swarmer Pty Ltd (AFS Licence No. 507 867)

*Always consider the general CSF risk warning and offer document before investing.*

# CONTENTS

<b>Section 1:</b>		
<b>Risk warning.....</b>	<b>3</b>	
<b>Section 2:</b>		
<b>Information about the issuing company .....</b>	<b>5</b>	
2.1 Company details .....	10	
2.2 Industry overview .....	13	
2.3 Camel milk supply .....	15	
2.4 Good Earth Dairy opportunity .....	16	
2.5 Organisational structure .....	20	
2.6 Directors and Senior Managers .....	21	
2.7 Capital structure.....	24	
2.8 Risks Facing the business .....	26	
2.9 Financial information.....	28	
<b>Section 3:</b>		
<b>Information about the Offer .....</b>	<b>32</b>	
3.1 Terms of the Offer .....	32	
3.2 Use of funds .....	33	
3.3 Rights Associated with the shares .....	34	
3.4 What can I do with my shares? .....	35	
3.5 Engagement of Lead Manager, Broker & Corporate Advisor	35	
3.6 Details of previous CSF offers .....	35	
<b>Section 4:</b>		
<b>Information about investor rights .....</b>	<b>36</b>	
4.1 Cooling-off rights .....	36	
4.2 Communication facility for the Offer.....	37	
4.3 Proprietary company corporate governance obligations .....	37	
<b>Glossary .....</b>	<b>38</b>	



## SECTION 1:

# RISK WARNING

Crowd-sourced funding is risky. Issuers using this facility include new or rapidly growing ventures. Investment in these types of ventures is speculative and carries high risks. You may lose your entire investment, and you should be in a position to bear this risk without undue hardship.

Even if the company is successful, the value of your investment and any return on the investment could be reduced if the company issues more shares. Your investment is unlikely to be liquid. This means you are unlikely to be able to sell your shares quickly or at all if you need the money or decide that this investment is not right for you.

Even though you have remedies for misleading statements in the offer document or misconduct by the company, you may have difficulty recovering your money. There are rules for handling your money. However, if your money is handled inappropriately or the person operating the platform on which this offer is published becomes insolvent, you may have difficulty recovering your money.

Ask questions, read all information given carefully, and seek independent financial advice before committing yourself to any investment.



# CORPORATE DIRECTORY

## DIRECTORS

**Mr Marcel Steingiesser**

Executive Chair

**Mr Stephen Geppert**

Executive Director

**Mr Noel Ashcroft**

Non- Executive Director

**Mr Max Tarling**

Non-Executive Director

## KEY MANAGEMENT

**Mr Marcel Steingiesser**

Chief Executive Officer

**Mr Stephen Geppert**

Operations Manager

## REGISTERED AND PRINCIPAL OFFICE

311 Koodjee Road Yathroo  
WA 6507 Australia

**Phone:** 0416 041 822

**Email:** [info@goodearthdairy.com.au](mailto:info@goodearthdairy.com.au)

**Website:** [www.goodearthdairy.com.au](http://www.goodearthdairy.com.au)

## CORPORATE ADVISOR

**Corporate Capital Group, Inc.**

954 Lexington Ave, Suite 242  
New York, NY 10021

## CORPORATE LAWYERS

**Blackwall Legal**

Level 26, 140 St Georges Terrace  
Perth WA 6000

## INVESTIGATING ACCOUNTANT & AUDITOR

**Australian Audit**

17 Wittenoom Street  
East Perth, WA 6004

## SHARE REGISTRY

**Registry Direct**

120 Collins Street  
Melbourne VIC 3000

## ACCOUNTANT

**Marsden Stantons**

40 Kings Park Rd  
West Perth WA 6005

## INTELLECTUAL PROPERTY EXPERT

**Wrays Pty Ltd**

Level 7, 863 Hay Street  
Perth WA 6000

## SECTION 2:

# INFORMATION ABOUT THE ISSUING COMPANY



### Letter from the Founder

Dear Investor,

Thank you for your continued support of Good Earth Dairy.

Many of you first invested in the Company when the concept of commercially scalable camel milk infant formula was still highly speculative. Since then, the Company has continued advancing both the scientific and commercial foundations of the opportunity, while progressing the infrastructure, intellectual property, regulatory pathway and production systems required to support long-term growth.

Since inception, more than A\$9 million has been invested into developing the production systems, infrastructure, intellectual property and regulatory foundations required to commercialise camel milk at scale.

I am pleased to share a positive update on the Company's progress, alongside an opportunity for existing shareholders to participate in this shareholder support round.

Following an extended period of discussions, we have received confirmation of progression on the Heads of Agreement relating to the proposed £8.46 million (approximately A\$16 million) institutional investment. While completion remains subject to final documentation and regulatory processes, we believe this represents a significant step forward in advancing our infant nutrition strategy and broader growth plans.

In parallel, the Company continues to progress its A\$4.4 million Western Australian Government grant-supported powder manufacturing project, which remains a key component of our long-term growth strategy.

To support the Company through the next stage of the current process, we are raising A\$350,010 from existing shareholders. Encouragingly, a number of our larger and long-term shareholders have already contributed A\$122,500 into this round, reflecting continued confidence in the Company's direction.

With a shareholder base of more than 2,500 investors, even modest participation can collectively play a meaningful role. As a guide, this equates to approximately A\$200 per shareholder, although participation at any level is welcomed and appreciated.

Camel milk continues to attract increasing global interest due to its unique nutritional profile. Recent peer-reviewed Australian research further supports broader international findings that camel milk possesses a distinct protein composition compared to cow's milk, including lower allergenic properties and characteristics associated with improved digestibility.

<sup>1</sup> Imarc, "Global Dairy Market Report by Product Type (Liquid Milk, Flavored Milk, Cream, Butter, Cheese, Yoghurt, Ice Cream, Anhydrous Milk Fat (AMF), Skimmed Milk Powder (SMP), Whole Milk Powder (WMP), Whey Protein, Lactose Powder, Curd, Paneer), and Region 2025-2033" Source: <https://www.imarcgroup.com/global-dairy-market>

After almost a decade of development across research and development, herd expansion, infrastructure development and regulatory advancement, we believe the Company is approaching a pivotal stage in unlocking a globally differentiated premium infant nutrition platform.

Importantly, the offer price under this shareholder support round is A\$0.15 per share. This valuation is closely aligned with the pricing contemplated under the proposed institutional investment, where the initial tranche of approximately A\$7.86 million is proposed to be invested at £0.08 per share (approximately A\$0.152 per share based on current exchange rates). We believe this alignment demonstrates that existing shareholders are being offered participation on terms broadly consistent with those being negotiated with the proposed institutional investor.

This support round is intended to bridge the Company through the next stage of the current process. Successfully completing this phase positions Good Earth Dairy to transition into a materially larger, institutionally backed growth stage focused on powder production, infant nutrition and international market expansion.

Given the relatively modest size of this round, we expect it to be completed over the coming weeks.

On behalf of the Board and management team, thank you again for your continued support, patience and belief in Good Earth Dairy. We remain committed to creating long-term value for shareholders while advancing what we believe is a globally significant opportunity in premium camel milk nutrition.

Warm regards,

**Marcel Steingiesser**  
Co-founder and Executive Chair  
Good Earth Dairy

# MISSION

Good Earth Dairy exists to innovate the dairy industry and provide an ethical dairy alternative through affordable high-quality, appetising camel milk with demonstrated health benefits.

Good Earth Dairy will continue to innovate with an aim to become the lowest cost producer of high-quality camel milk globally, through efficient scalable agri-technology processes achieved by our commitment to research and development.

Good Earth Dairy source, encourage and promote talented individuals whose passion lies in creating a better future and are dedicated to food production excellence.



# VISION

Good Earth Dairy aims to be the global leader in producing high quality and best priced camel milk beverage and powder for what is expected to become the premium choice in the global dairy industry.



# Good Earth Dairy

Good Earth Dairy is Western Australia's first and leading camel milk producer. An innovative agritech company built on operational excellence foundations that expects to be a major disruptor to the A\$1480bn dairy industry.<sup>2</sup>

The unique health benefits of camel milk and the potential market substitution opportunities in the dairy industry presented an opportunity to investigate the global potential. The current high cost of production and low yields in comparison to cow's milk was an aspect Good Earth Dairy knew could be improved upon, triggering a decision to invest in a pilot dairy facility, 2 hours north of Perth on 2000 acres and holding 100 camels.

Good Earth Dairy spent 9 years and over A\$9m developing technology able to produce camel milk at less than A\$2/L once coupled with an increase in scale. This cost then translates to a forecast of below A\$1/L once yield improvement gains are made, which is expected to enable them to commoditise this superior milk alternative.

Good Earth Dairy have a highly capable technical team with a combined experience in camel husbandry, agricultural, processing, product development and food sales of over 300 years. Through relationships of the board, Good Earth Dairy has access to supermarket chains with turnover of over A\$780m per annum.

Good Earth Dairy, the current Non-Bovine milk Champion in Western Australia (awarded by the Dairy Industry Association), has developed many new delicious products, all awarded gold and silver medals by the same Association.

The ability to produce a great product at a market-acceptable cost is expected to enable Australian camel milk to become a major disruptor in the A\$1480bn<sup>2</sup> global dairy industry and, in particular, in the A\$137bn<sup>3</sup> dollar infant formula market, due to the superior camel milk chemistry.



<sup>2</sup> <https://www.statista.com/statistics/502280/global-dairy-market-value/#:~:text=The%20global%20dairy%20market%20was,billion%20U.S.%20dollars%20by%202028>

<sup>3</sup> Fortune Business Insights. Infant Formula Market Size, Share and Industry Analysis, By Type (Infant Milk, Follow-on-Milk, and Others), By Distribution Channel (Hypermarkets/ Supermarkets, Pharmacy/ Medical Stores, Specialty Stores, and Others), and Regional Forecast, 2025-2032. Source: <https://www.fortunebusinessinsights.com/industry-reports/infant-formula-market-101498>

## 2.1 Company details

This offer of shares is made by Aus Camel Dairies Pty Ltd ACN 634 549 170 (the Company). The Company was incorporated on 3rd July 2019 post a legal restructure from Dandaragan Camel Dairies Pty Ltd ACN 601 994 807, which was incorporated on 24 September 2014. Dandaragan Camel Dairies Pty Ltd is no longer a trading company and has no assets or liabilities.

<b>Company Name</b>	<b>Aus Camel Dairies Pty Ltd (trading as Good Earth Dairy)</b>
<b>ACN</b>	634 549 170
<b>Offer Type</b>	Crowd-sourced funding
<b>Offer Date</b>	16 <sup>th</sup> June 2026
<b>Offer Details</b>	Offer of fully-paid ordinary shares in Aus Camel Dairies Pty Ltd at A\$0.15 per share to raise a maximum of A\$350,010.
<b>Registered office and contact details</b>	311 Koodjee Road, Yathroo WA 6507, Australia Phone: 0416 041 822
<b>Principal place of business</b>	311 Koodjee Road, Yathroo WA 6507, Australia
<b>Related Companies</b>	S&G Fine Food Pty Ltd ACN 642 887 349 (fully owned subsidiary)



### 2.1.1 Why Camel Milk?

Camel milk is different from any other milk on the market:

It is the only type of milk that does not contain the key allergen found in other milks, that affects one in ten Australians.<sup>4</sup> Some people have a problem digesting the whey protein due to this allergen, that can cause cramps, bloating, gas and diarrhea.

Food allergy occurs in around 10% of infants, 4-8% of children, and about 2% of adults in Australia and New Zealand.<sup>5</sup> No cure exists for those suffering from food allergies, treatment is typically avoidance of the food.

Cow's milk allergy is one of the most prevalent food allergies in children irrespective of geographic region.<sup>6</sup> Normally individuals outgrow the allergy in the first year of life, however 15% of allergic infants remain allergic through adulthood.<sup>7</sup>

Camel milk casein protein is naturally all a2, but even more importantly than the type of casein a2 vs a1, is the quantity of casein. This is because it is the casein that coagulates (hard curdles)<sup>8</sup> in the gut making it more difficult to digest.

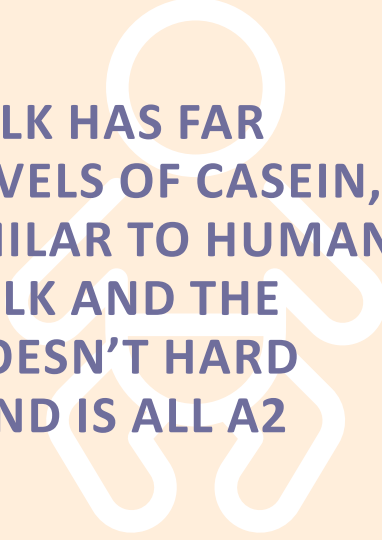
The highest level of casein protein compared to the levels of whey protein when comparing animal milk in the market is in cow milk. Goat milk has a lower amount of Casein than cow's milk and this is the reason why goat milk has had growing popularity in markets like China and infant formula products.<sup>4</sup>

When noting that human breastmilk contains practically no casein protein, it highlights what our guts have naturally been accustomed to.

Now camel milk has far lower levels of casein than goat milk, but what really stands out is the unique molecular structure of the camel milk casein as it doesn't coagulate (form a hard curdle)<sup>8</sup> like all other milks in the market. This makes it arguably easier to digest and therefore, ideal for products such as infant formula.<sup>4</sup>



**CAMEL MILK  
DOESN'T CONTAIN  
THE KEY DAIRY  
ALLERGEN**



**CAMEL MILK HAS FAR  
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MORE SIMILAR TO HUMAN  
BREASTMILK AND THE  
CASEIN DOESN'T HARD  
CURDLE AND IS ALL A2**

<sup>4</sup> (Hailu et al., 2016; Saliha, Dalila, Chahra, Saliha, & Abderrahmane, 2013)

<sup>5</sup> <https://www.allergy.org.au/patients/food-allergy/food-allergy#:~:text=Food%20allergy%20occurs%20in%20around,threatening%20reactions%20known%20as%20anaphylaxis.>

<sup>6</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6163515/>

<sup>7</sup> [https://www.researchgate.net/publication/225140768\\_Milk\\_allergens\\_their\\_characteristics\\_and\\_their\\_detection\\_in\\_food\\_A\\_review](https://www.researchgate.net/publication/225140768_Milk_allergens_their_characteristics_and_their_detection_in_food_A_review)

<sup>8</sup> <https://www.cambridge.org/core/journals/journal-of-dairy-research/article/functional-and-technological-properties-of-camel-milk-proteins-a-review/54A8807CF2D4A6004A80A78F762E63CC>

Most other non-dairy substitutes do not possess adequate levels of proteins to make infant formula economical. Soy does have a high level of protein, but these proteins send estrogen like messaging, making them unfavourable for developing infants.<sup>9</sup>

Camel milk is also naturally higher in many of the key minerals such as copper and zinc that support the immune system, iodine for brain development as well as calcium and magnesium for bone and muscle health. These minerals provide the functional building blocks for cognitive, muscular, skeletal, nerve and immune systems.<sup>10</sup>



## CAMEL MILK IS ALSO NATURALLY HIGHER IN MANY OF THE KEY MINERALS

Two other key features of camel milk is it has 50% less saturated fat than regular milk. Due to the smallest milk-fat globules (fat cells) and its hypoallergenic properties, camel milk is easy to digest.<sup>11</sup> Camel milk has only 70% the lactose (sugar) of cow milk. People who are lactose intolerant, or diabetic or have obesity were also found to cope with camel milk much better compared to cow's milk.<sup>12</sup>

<sup>9</sup> National Institute of Environmental Health Sciences, 'Soy Infant Formula', December 2018

<sup>10</sup> Food Standards NZ and Australia

<sup>11</sup> Camel Dairy Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast2020-2025 - imarc


<sup>12</sup> Camel Dairy Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast2020-2025 - imarc



## BETTER FOR PEOPLE WHO ARE LACTOSE INTOLERANT, OR DIABETIC OR HAVE OBESITY

Camel milk is nearly identical in taste to regular milk. Some have described it as slightly salty with a sweet aftertaste. This is due to the higher mineral content. Although it is low in fat it still has a delicious creamy body to it (as opposed to say a low fat skim milk), which makes it ideal substitute for traditional milk applications such as drinks, cooking and cereal.

Flavour will also depend on the practices of different farms. Good Earth Dairy camel milk has already produced a selection of camel milk products that have been independently market surveyed. The results were pleasing as all the new products that were independently surveyed were well received for their flavour and mouth feel and there wasn't a single candidate that thought they were tasting a product made with a unique milk.



## CAMEL MILK IS NEARLY IDENTICAL IN TASTE AND THE IDEAL SUBSTITUTE FOR REGULAR MILK

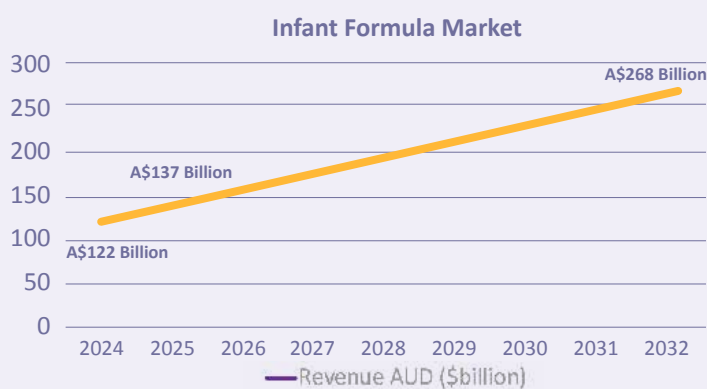
## 2.2 Industry Overview

Camel milk is an emerging market with increasing consumer acceptance of the product. As of 2024, the global market for camel milk represents nearly 0.8% of the total dairy market globally. Growth projections predict the global market for camel milk by 2033 to be in the order of A\$15 bn, representing a CAGR of 2.78% during 2025-2030.<sup>13</sup> This trajectory is expected to be further accelerated by Good Earth Dairy's targeted efforts to educate the market and raise awareness of camel milk's benefits, positioning the company as a key driver of consumer adoption and category growth.

### 2.2.1 Infant Formula Market

The main opportunity in dairy lies within the infant formula market. Despite declines in global birth rates, the market demand for non-GMO infant formulas is coming mainly from emerging economies and western demand for breastfeeding alternatives.

Infant formula is worth A\$137bn globally and expected to grow to A\$268bn by 2032, a CAGR of 10.15%.<sup>14</sup>



The share of camel milk in the infant formula market was expected to grow by 6.4% from 2020 to 2025. In 2018, Camelicious, a leading supplier in the United Arab Emirates (UAE), launched the world's first camel milk-based infant formula and achieved A\$20.7 million in sales during its first year.

#### Critical Market Gap:

##### Current Solutions for Infant Milk Allergies are limited

Hydrolysed Infant Formula represents a specialised segment within the broader infant formula category, expected to reach a market size of A\$30B by 2032, up from A\$14B in 2023.<sup>15</sup> They are designed to break down cow's milk proteins into smaller peptides to facilitate easier digestion, particularly for infants with varying degrees of cow's milk protein sensitivity. However, hydrolysis denatures the proteins and gives the milk a sour taste, which diminishes its premium nutritional positioning and, as a result, leads over 50% of parents to report feeding resistance. Goat milk formula may slightly improve digestibility, but it does not address the allergen issue. Plant-based or vegan formulas are not recommended for infants under six months, and have a very small market share.

##### Issues arising from this current offering include:

- Feeding refusal and regurgitation.
- Reduced nutritional integrity.
- High costs.
- Poor palatability (bitter taste).

Good Earth Dairy has identified three critical factors expected to drive demand for camel milk infant formula. First, food-borne allergies are on the rise, with an increasing number of infants allergic to proteins found in cow's and goat's milk, particularly  $\beta$ -lactoglobulin, a major allergen present in whey protein.

Secondly, camel milk is the only animal milk that does not harden in the gut, making it gentler and easier to digest.

Thirdly, the perceived nutritional value of infant formula, particularly its higher levels of essential nutrients that support childhood development, is contributing to increased demand.<sup>16</sup>

Camel milk offers a unique and natural alternative. It is CMPA-free, gentle and easy to digest, and has a natural taste with high acceptance. Good Earth Dairy is developing products that harness these characteristics, positioning camel milk as a strong substitute for hydrolysed formula.

We view this as a low-hanging fruit in the infant nutrition sector. The opportunity lies in offering a clean-label, better-tasting and well-tolerated product to families seeking a simpler solution for infant feeding challenges.

Australia is already recognised as a leading producer of premium infant formula, thanks to its clean environment and proximity to key export markets—positioning Australian manufacturers as highly attractive investment opportunities.<sup>17</sup>

<sup>13</sup> Imarc. Camel Dairy Market Size, Share, Trends and Forecast by Product Type, Distribution Channel, Packaging Type, and Region, 2025-2033. Source: <https://www.imarcgroup.com/camel-dairy-market>

<sup>14</sup> Fortune Business Insights, Infant Formula Market Size, Share and Industry Analysis, By Type (Infant Milk, Follow-on-Milk, and Others), By Distribution Channel (Hypermarkets/ Supermarkets, Pharmacy/ Medical Stores, Specialty Stores, and Others), and Regional Forecast, 2025-2032. Source: <https://www.fortunebusinessinsights.com/industry-reports/infant-formula-market-101498>

<sup>15</sup> Data Intelo. Hydrolyzed Infant Formula Market. <https://dataintel.com/report/global-hydrolyzed-infant-formula-market>

<sup>16</sup> <https://www.webmd.com/parenting/baby/news/20050425/fortified-formula-boosts-infant-development>

<sup>17</sup> <https://www.austrade.gov.au/ArticleDocuments/2814/Premium-Food-Capability-Report.pdf.aspx>

## 2.2.2 Animal Milk Competition

The closest competitor to cow milk in animal milks is goat milk. The global goat milk products market was valued at approximately A\$20 bn in 2023 and is forecast to grow to around A\$31bn by 2033<sup>18</sup>, reflecting strong and sustained demand for dairy products that are easier to digest and offer enhanced nutritional benefits. This represents a substantial and commercially attractive consumer segment, particularly within infant nutrition and for individuals with sensitivities to cow's milk.

As mentioned earlier, camel milk is well-positioned to capture a share of this market. Naturally free from the main allergenic proteins found in cow's and goat's milk, and unlike goat's milk, it doesn't harden in the gut and has a more neutral flavour, making it a unique and valuable alternative for this expanding demographic.

## 2.2.3 Non-dairy Alternative Milks

Dairy alternatives include plant-based milks such as soy, almond, rice and oat milk. The dairy alternatives market is projected to grow from A\$40.5 billion in 2023 to A\$65.5 billion by 2028, at a CAGR of 10.1% during the forecast period.<sup>19</sup>

The two market drivers for non-dairy alternative milks is consumers seeking a milk substitute that is easier on the gut and prevents allergies. It is not about the nutritional benefit and in fact, the non-dairy milks have poor nutritional value with almost no protein content. Protein being one of the essential macro-nutrients (nutrients our bodies require in large amounts to maintain body function).<sup>20</sup>

A typical Rice Milk has 0.3g of Protein per 100 ml, Almond milk has 0.6g per 100 ml with the only non-dairy milk having Protein being Soy milk with around 3.6g of Protein per 100ml.<sup>20</sup> The issue with Soy milk is it contains phytoestrogens which have oestrogenic activity. This activity may contribute to gut dysbiosis with neurobiological, epigenetic and methylation consequences.<sup>21</sup>

Camel milk also has 3.6g of Protein per 100 mL, but its proteins doesn't come with the key allergen or with estrogen acting properties. By comparison to the non-potentially harming milks, camel milk has 12 times the protein to Rice milk and 6 times the protein of Almond milk. Also, of note is the significantly higher micronutrients required for brain development, our immune system, bone and muscle health.

<sup>18</sup> Future Market Insights. Goat Milk Products Market. <https://www.futuremarketinsights.com/reports/goat-milk-products-market>

<sup>19</sup> <https://www.marketsandmarkets.com/Market-Reports/dairy-alternative-plant-milk-beverages-market-677.html#:~:text=The%20dairy%20alternatives%20market%20is,by%20plant%2Dbased%20dairy%20alternatives.>

<sup>20</sup> Nutritional panel for all Almond Rice and Soy milk products at major supermarket outlet in Australia.

<sup>21</sup> <https://www.frontiersin.org/articles/10.3389/fnut.2019.00142/full>

## 2.3 Camel Milk Supply

Supply of camel milk is fragmented with an unsophisticated supply chain. Camel milk producers vary from a broad range of local, pastoral producers with small to medium herd sizes through to intensive producers who follow more modern practices for camel husbandry and milk marketing.

The degree of rivalry in the global camel dairy market is currently moderate due to the market having only a few measurable players. There are a few notable large dairies of over 3000 herd, in the United Arab Emirates (UAE), central Asia and another in China.

In the UAE large processing companies such as Camelicious and Al Ain Dairy, are expanding production capacities focusing on both increasing their herds and investment into farm infrastructure. They also intend to further diversify into value-added camel products.<sup>22</sup>

### 2.3.1 Challenges of Supply

There are a number of challenges facing camel milk producers that potentially limit their abilities to provide a consistent supply of uniform quality camel milk to market and therefore limit their ability to secure supply agreements.

The challenges of camel milk suppliers in countries such as UAE and Saudi Arabia is that they are fraught with disease and climate extremes affecting their ability to enter the infant formula market. Camel milk is also delicate and more susceptible to the dairy husbandry and processing technology.

The varied milk production from their herds jeopardises the profitability of these camel farmers and dairies. As a result, only a few key players are in a position to respond to increasing demand.

### 2.3.2 Camel Milk Production

Production depends on the breed of camel. A Chinese dairy utilising Bactrian camel (double hump) produce in the order of 2litres per day and require greater feedstock due to the cooler weather conditions. In comparison to a Dromedary camel (one hump) that produces on average 5 litres per day but can produce up to 18 litres per day.

The biggest issue facing camel milk is the cost of production per camel. Each camel produces on average 5-18 litres a day compared to dairy cows which produce about 30 litres a day.

### 2.3.3 Australian Camel Milk Supply

Australia's camel supply is a standout globally due to having the largest wild camel population in the world providing the capability to scale quickly.

#### **The West Australian semi-arid climate provides ideal conditions for camel husbandry and breeding camels.**

Another advantage for Australia is the high food safety standard expectation, which means it already has a strong reputation especially in the infant formula market. This is further enhanced with high-quality grazing conditions that result in exceptional nutritional value of the final animal milk products.

Australian camels are also the only ones in the world that are free of diseases such as MERS, Tuberculosis, BSE, and Foot & Mouth Disease. However, even in Australia without adequate husbandry knowledge camels are prone to diseases and mortality.

<sup>22</sup> Camel Dairy Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast2020-2025 - imarc

## 2.4 Good Earth Dairy Opportunity

### 2.4.1 The Innovation

Good Earth Dairy is an innovation-first company that recognised the potential of camel milk as a major disruptor to the dairy industry due to its product differentiation. However, for this to be achieved the prices of high-quality camel milk would require a material reduction. The company also identified the large competitive advantage in harnessing Australia's approx 1 million strong, disease free wild camel herd to rapidly scale this project<sup>23</sup>.

The first step taken was to build a pilot plant to develop the technology required to excel in commoditising this opportunity, which was commissioned early 2016 on our 2000 acres block situated 2 hours north of Perth CBD. Since establishment, Good Earth Dairy has spent over A\$9m developing IP throughout the entire value chain including animal selection, husbandry, domestication, milking, and detailed dairy design.

The research and development to date has produced exceptional results. One example is the process for ensuring all camels, no matter the temperament, in significant numbers can become milking camels with minimum human capital in 6 weeks.

Using the knowledge gained from the aforementioned research, Good Earth Dairy designed a unique modular dairy. Each of these modular dairies can hold 1680 milking camels and has the capacity to produce 3 million litres per annum.

<sup>23</sup> [https://dpiir.nt.gov.au/\\_\\_data/assets/pdf\\_file/0014/233222/tb314.pdf](https://dpiir.nt.gov.au/__data/assets/pdf_file/0014/233222/tb314.pdf)

An intensive desktop study has been completed for this modular production design with each component tested rigorously at the pilot plant.

Through use of Good Earth Dairy's novel IP, husbandry practices and processing efficiency, production costs can be decreased dramatically. The result is projected camel milk production costs below A\$2/L (pre-yield improvements). This is noteworthy when considering the current retail prices of camel milk are around Australia are on average A\$18/L and 300g tins of pure powder (equivalent to 3L of milk) is selling for between A\$60-\$100 in China.

Furthermore, Good Earth Dairy has developed many products across the traditional dairy product offerings and through to different powder products such as infant formula. Some of these products have already passed all quality assurance testing as well as the market research phase with excellent results and as such are ready for launching.

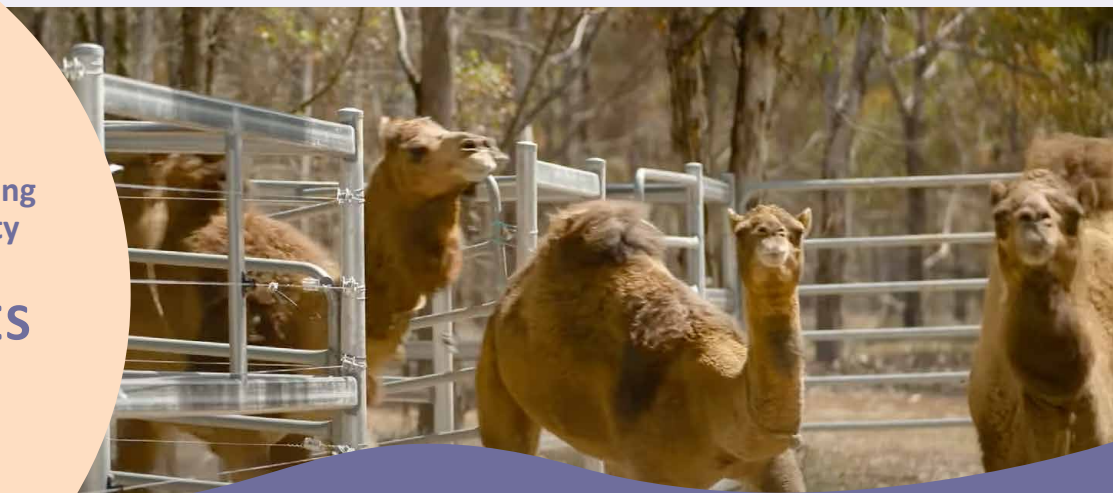
As a final review, Good Earth Dairy commissioned a A\$160k de-risking study with a tier 2 project management firm to ensure our design will meet all the government approvals for our niche dairy. These approvals will need to be formally obtained prior to Good Earth Dairy commencing construction of their niche dairy.

As a final note, Good Earth Dairy has secured significant federal and state government support through securing over A\$1m in research and development refunds and a A\$100K grant towards a de-risking study, and a A\$4.4M grant towards the construction of our infant formula manufacturing capability. This facility will be able to manufacture 60KL per day into fresh products and infant formula graded milk powder.

**Good Earth Dairy designed a unique modular dairy.**

**Each of these modular dairies can hold 1680 milking camels and has the capacity to produce**

**3 MILLION LITRES PER ANNUM.**



## 2.4.2 Recent Developments

Thanks to our previous raises, we have upgraded our fresh products manufacturing facility and have launched a kefir, mango smoothie and 3 flavours of camel cheese. All are delicious and based on taste can not be differentiated from cow milk-based products.

As a result, our products have earned gold and silver medals at the 2025 Dairy Industry Association of Australia (DIAA) WA Dairy Product Competition, and our cheese range stands out as the first camel cheese ever showcased at the Middle East Gulfood and Saudi Food Show in 2024, an achievement that highlights our leadership and pioneering role in the industry.

We are also pleased to announce two new members to our advisory board, who both strengthen our Core Capabilities as a Company, and support our intention to become a global leader in this disruptive industry. They each bring unique strengths:

- Andy is the Chief Operating Officer of Kawan Food, a Malaysian publicly listed company with A\$100m turnover thanks to their manufacturing and global distribution capabilities. Andy is also an expert in design and execution of food manufacturing projects.
- Rory is the founder and Managing Director of two successful companies with global trading: Vintage Exports Pty Ltd and IV Distributions Pty Ltd as well as the Manager of Australian Forage Group Pty Ltd. He provides strong relationships to ensure adequate quality camel feed to align with our growth plans as well as advice on global trade.

Please see page 22/23 for further details on their biographies.



### 2.4.3 Ready to Scale

#### Phase 1

#### Primary production to powder manufacturing

Good Earth Dairy is looking to build its vertical integration from farm to producing its infant formula products.

We have developed and refined our technology to quickly scale-up our primary production through our niche design dairy that will hold 1680 milking camels.

Initially, we are looking to scale-up our existing dairy to 360 milking camels, while at the same time building our milk powder manufacturing. This facility will be partly constructed utilising the awarded A\$4.4 million by Western Australia's Department of Jobs, Tourism, Innovation & Science. This facility will have the capacity to produce powder for over 1.5 million tins (@800g) with an expected minimum wholesale price of A\$45/tin.

While we are in the infant formula construction phase we are planning to launch our fresh produce nationally and globally. We are very proud of the incredible flavours of our gelato, gourmet cheese and smoothies.



\* Design for future powder manufacturing facility.

### 2.4.4 Expert Team

Good Earth Dairy is being led by a highly experienced team with a proven high-performance record across the key capabilities required to succeed.

The team consists of people purposefully selected to ensure it contains talented individuals across the entire value chain of camel dairy.

Good Earth Dairy has a board of four individuals along with four key personnel providing technical advice to strengthen our core capabilities to align with our ambition to become a global leader in this disruptive industry. These individuals are noted in section 2.6.

### 2.4.6 Other Advantages of Camel Milk and Good Earth Dairy

#### Environment

In comparison to the European cows, camels are far more environmentally friendly as their efficient digestive systems yield less methane and other harmful gases that impact the world's ozone layer. They also produce a lower quantity of droppings requiring significantly less water for housekeeping and hygiene.

Camels also have softer pads thus having less of an impact on the soils for growing crops and can produce milk in adverse conditions in the face of rising temperatures.<sup>29</sup>



#### Ethical

Good Earth Dairy's husbandry practices allow camels to share their milk with calves, reducing the stress on both the mother and calf. Also, the calves are only weaned once they have matured, which is similar to how this happens naturally in the wild. This eliminates the anguish felt in traditional dairies and produces higher quality and ethical milk from a happy herd.



### 2.4.5 Competitive Advantage Summary

	Challenges	Good Earth Dairy Solution
<b>Disease</b>	Camels from Saudi Arabia and the UAE can carry a multitude of diseases. This impacts the countries' ability to trade in key markets, especially infant formula	Australia has the healthiest disease-free <sup>25</sup> camel herd in the world with the largest wild camel population, in addition to the highest quarantine standards globally. More importantly, <b>Good Earth Dairy has experience with intensive camel farming with husbandry knowledge that is detrimental to the success of a large scale camel dairy.</b>
<b>Climate</b>	Camels are a desert animal and are difficult to manage in cool and wet environments.	Due to the dry conditions and warm climates, <b>Western Australia</b> has the perfect conditions for camel herds.
<b>Quality</b>	Camel milk is more delicate than cow milk and quality can be defined by nutrition, and is more susceptible to dairy conditions and processing technology.	Australia has high food quality safety standards, high quality grazing conditions and feed, resulting in the highest nutrition in our milk. This coupled with <b>Good Earth Dairy's highly qualified team and practices ensures our milk is of the highest quality with the flavour to prove it.</b>
<b>Scale</b>	In the US, the industry is hindered by a small domestic camel population and the high cost of importing disease free camels.	Due to the number of wild and disease-free <sup>26</sup> camels in Australia, it is easy to expand efficiently and quickly and achieve scale if you can <b>capitalise on the novel IP of Good Earth Dairy</b>
<b>Cost</b>	In the US, the industry is hindered by a small domestic camel population and the high cost of importing disease free camels.	<b>Economically cheaper to produce via Good Earth Dairy's novel IP and ultimately more affordable for consumers to purchase which enables a superior product to compete in the global dairy market.</b>

<sup>25</sup> [https://dpiir.nt.gov.au/\\_data/assets/pdf\\_file/0014/233222/tb314.pdf](https://dpiir.nt.gov.au/_data/assets/pdf_file/0014/233222/tb314.pdf)

<sup>26</sup> <https://www.theguardian.com/environment/2014/apr/11/dont-blame-camels-for-global-warming-climate>

## 2.5 Organisational Structure

The Board has been carefully selected to bring added strategic, governance and business experience to the Company. The Board’s business experience is summarised in Section 2.7.

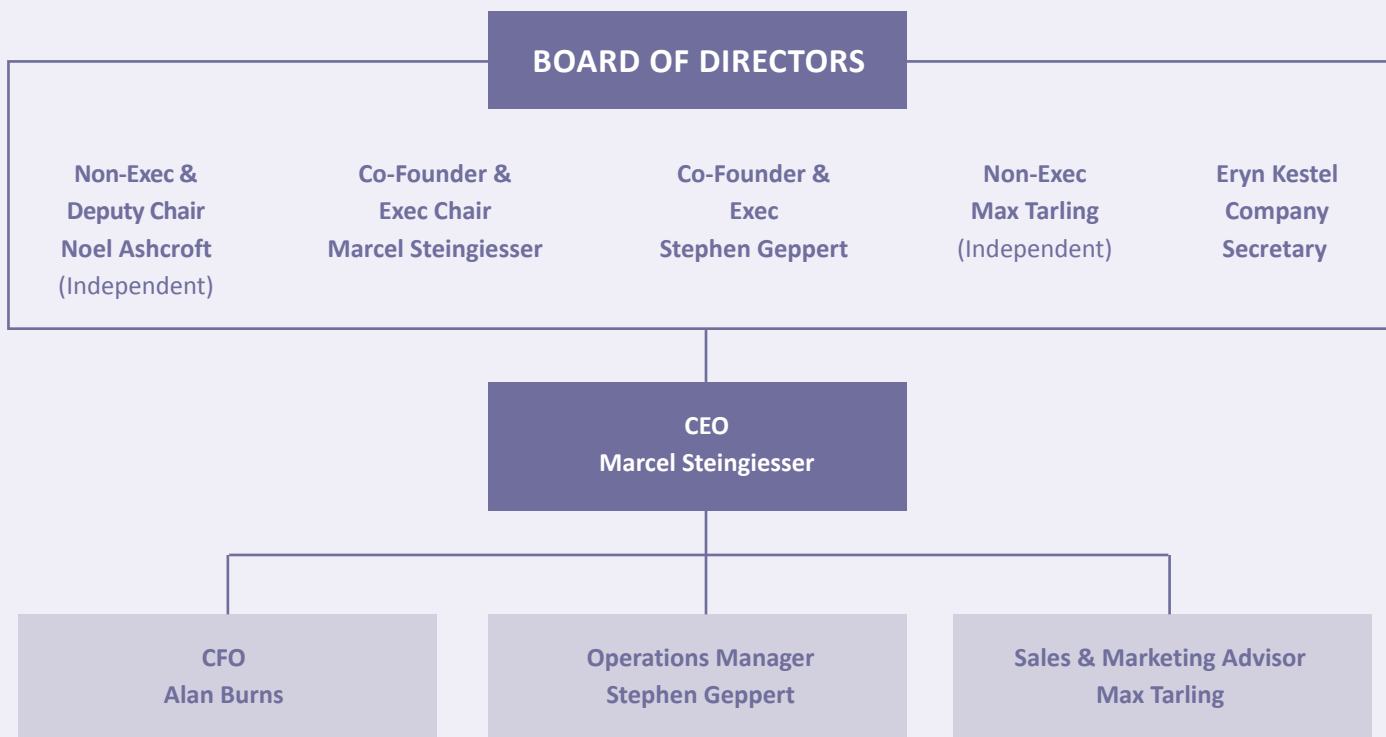
Supporting the Board and Executive team, the Company has formed an advisory group which includes experienced individuals in the areas of government, export & sales, manufacturing, and medicine. In light of the IP being developed by Good Earth Dairy, the Company has exclusivity agreements with this advisory group.

Blackwall, one of the most reputable firms for successfully listing companies on the Australian Securities Exchange, has provided legal expertise to the business to date.

To ensure financial governance requirements are met and the company’s financials are completed to the highest standards, the Company has employed an experienced company secretary with ASX expertise, a CFO, as well as utilising the services of one of the 4 largest global accounting firm.

Aus Camel Dairies Pty Ltd has a fully owned subsidiary being S&G Fine Food Pty Ltd.

Figure 1: Organisational structure



## 2.6 Directors and Senior Managers

### Driven by leadership Team and Board with proven track record



#### **Marcel Steingiesser**

Executive Chair & CEO  
BEng (Chem) Executive MBA (AGSM)

14+ years chemical engineering experience in the mining industry, primarily with BHP Billiton, leading operations management, analysis and business improvement.

Drawing on former process and cost improvement expertise to push camel milk production cost down as well as increasing production and yield.

Leading the company since September 2016, Marcel is responsible for attracting over A\$10M in investment and Government incentives, and building the strategic R&D program that developed the design of a niche camel dairy and the know how to enable efficient scale and production of camel milk and powder at prices significantly below market price.



#### **Noel Graham Ashcroft AM**

Non-Executive Director & Deputy Chairman  
BSc (Forestry) Masters of Science at Oxford, JP & GAICD

Noel is a professional forester and land manager with a Bachelor of Science in Forestry from the Australian National University and a Masters of Science from Oxford.

Noel has extensive experience in project development, and investment and trade. He has over 40 years of experience in government and was the former Deputy Director General of the Western Australian Department of State Development. More recently, Noel was the Deputy Chair of the Mid-West Ports Authority. Noel also worked for the private sector as the Chief Executive, Government Relations and Market Development for the Griffin Group.

Noel has been on many boards, committees and directorships and was appointed by the Western Australian Government to represent the state as the Agent General in London.

Brings extensive expertise in project development, investment and trade.



#### **Max Tarling**

Non-Executive Director (independent)

Max led the growth of Peters & Brownes, one of the largest milk and ice cream companies in Western Australia. He held the position of General Manager for Operations & Marketing, followed by Sales Director within the firm.

Max has the best in class experience in the global food trade with strong relationships across many large supermarket chains in Australia and Asia.

Max also ran a successful import/export company that involved dealing with changing foreign and has experience managing a large number of people, which includes workforces that are heavily involved with trade unions and structuring E.B.A's to handle a changing work environment.



## Stephen Geppert

Executive Director & Operations Manager  
BArt (Philosophy)

Stephen is one of Australia's most experienced camel handlers and trainers. He has ridden feral camels solo across the five Western Australian deserts.

Co-Founder of Good Earth Dairy.

Leading expertise with camels from efficient camel selection, domestication, husbandry, and milking methodologies.

## Other team members



## Alan Burns

CFO

With 35 years of experience, Alan has dealt with clients from numerous industries and professions advising on tax and business services.

His expertise in valuations and structuring has seen him attend to numerous valuations for different businesses, covering partnership disputes, Australian Taxation Office requirements, sale of businesses or shares, and marital disputes.

Alan advises Australian and overseas business clients over a range of business matters, both domestic and international, and is passionate about seeing issues from a client's eye. He leads a team of young dedicated professionals.

Alan was recently recognised for achieving 25 years as a member of the Chartered Accountants Australia and New Zealand, and he is a member of the Special Interest group of the CAANZ which includes Forensic and Valuations.



## Eryn Kestel

Company Secretary  
B Bus CPA

Eryn has over 20 years' experience in compliance. She is a company secretary to several public unlisted and listed companies and has provided company secretarial services to boards across a number of industries including resources, banking and technology.

In advising boards of companies, has equipped her with skills in a wide range of corporate matters including compliance, regulation with ASX Listing Rules and the Corporations Act and corporate governance in Australia.

Eryn is a qualified Accountant having completed a Bachelor of Business Degree and is a Certified Practising Accountant.

Disclosure: Eryn Kestel is not a Senior Manager in the company. The principal duty of a company secretary for ASX listed entities is that of chief administrative officer and ensuring the implementation of sound corporate governance procedures in accordance with the ASX Listing Rules and Corporations Act 2001. This involves administering the corporate affairs of the company and managing/supporting the business of the board offering advice to the board on key administrative issues. The company secretary does not take part in the management of a company as this is the responsibility of the directors who remain legally responsible for a company. As a professional Company Secretary working for many companies at different stages of growth, two companies: Sino Australia Oil and Gas Limited and FE Investment Group Limited were placed in liquidation and administration respectively at the request of the board of directors – it was the board who initiated the administration process on behalf of the company.

## Counselled by strong advisory committee



### Michael Rammer

Michael brings extensive experience in the dairy industry and will work exclusively with Good Earth Dairy for camel milk products. He led the department of long life milk production for a German dairy industry company, in addition to working at Harvey Fresh WA covering roles from Food Business, Manufacturing and Quality Assurance. Michael runs his own business, MGR Food Consulting working mainly with dairy industry companies in WA. He is on the Committee of Dairy Industry Association (WA) and was the President (WA) in previous years.



### Andy Yeap

BEng (Elec) Executive MBA

Andy is the Chief Operating Officer for Kawan Food, a publicly listed Malaysian Company with over A\$100m in turnover through food manufacturing. Andy has over 17 years of experience in developing new products for global markets along with their successful launch. He provides expertise in management, design, implementation and commissioning of factories, cold storage, procurement, machineries, control systems and electrical systems in food, power and water industries. Andy has been driving factory modernisation and leading the design and execution of a state of art frozen food manufacturing and storage facility with highly automated production lines.



### Rory Coffey

Rory is a founder and Managing Director of both Vintage Exports Pty Ltd and IV Distributions Pty Ltd. In building his two successful companies he obtained strong relationships and capabilities for global sales distribution of new products. Rory is also the Manager of Australian Forage Group Pty Ltd, where he is accountable for coordinating, marketing and selling significant quantities of animal feed. He provides strong support to Good Earth Dairy's growth strategy to align with our low cost production as well as our sustainable and rapid growth plans.



### Dr David Pevcic

Founder and Managing Director, IV Distributions Pty Ltd,  
BCommerce

Dr David Pevcic an experienced corporate professional and investor, with a principal focus on the resources and technology sectors. He is the Founder and Executive Director of ASX-listed Infini Resources Ltd (ASX:I88), Executive Chairman of Nanoveu Ltd (ASX:NVU), Non-Executive Chairman of Battery Age Minerals Ltd (ASX:BM8), and founder of several privately owned ventures in Canada, Brazil and Australia. Dr Pevcic holds a Bachelor of Science, Bachelor of Medicine and Bachelor of Surgery from the University of Western Australia.

## Legal or Disciplinary Action Against the Company

There are no current or past legal or disciplinary actions against the company. Nor are there any against any Directors and Senior Managers of the company.

## 2.7 Capital structure

The company has been historically funded by the co-founders' finance and equity injections by friends and colleagues. In FY20 when Good Earth Dairy was legally restructured it was further financed by the co-founder Marcel Steingiesser with further equity injected through sophisticated investors under private placement with some investors coming via the Wholesale Investor platform. Lastly, between FY21 and FY25 over 2500 investors became shareholders via separate equity crowdfunds.

### 2.7.1 Details of the offer

Good Earth Dairy is offering up to 2,333,400 shares at an issue price of A\$0.15 each to raise up to A\$ 350,010.

### 2.7.2 Issued Capital

As at the date of this offer document, Good Earth Dairy has only Ordinary Shares on issue. The following table shows the breakdown based on shareholder type.

As at the date of this Offer Document, the Company has 96,351,176 ordinary shares on issue. Table 1 below sets out the issued capital of the Company before the Offer.

**Table 1: Issued capital of the Company before the Offer**

Shareholder	Share Type	Shares
Key Personnel & ACD Co-founders	Ordinary	29,363,272 30.5%
Other Directors (Current & Former)	Ordinary	14,383,455 14.9%
Founding Shareholders	Ordinary	8,550,996 8.9%
Other Shareholders	Ordinary	44,053,453 45.7%
<b>Total</b>		<b>96,351,176</b> <b>100%</b>

As at the date of this Offer Document, the Company has 253,733 unlisted options on issue and a \$100,000 redeemable convertible note, convertible into ordinary shares at \$0.15 per share. Further details regarding the convertible note are provided in Section 2.7.4.

Table 2 sets out the issued capital of the Company following the Offer on a fully diluted basis.

**Table 2: Issued capital of the Company following the Offer**

Shares	Minimum Subscription	Maximum Subscription
Existing Shares	96,351,176 99.93%	96,351,176 97.6%
Offer Shares	66,700 0.07%	2,333,400 2.4%
<b>Total Shares</b>	<b>96,417,876</b> <b>100%</b>	<b>98,684,576</b> <b>100%</b>

If the redeemable convertible note was to convert into equity and all unlisted options were exercised, the total shares on issue (on a fully diluted basis) would be 97,338,276 for the minimum subscription and 99,604,976 for the maximum subscription.

\* Please see section 3.6 for additional information on previous shares issued.

### 2.7.3 Rights and liabilities associated with securities

As at the date of this Offer, the only class on issue are ordinary shares. There is no shareholders agreement between the existing shareholders and as such, the rights and liabilities associated with the shares are as set out in the Company's constitution. Under the constitution, the Board has the power to refuse to register a transfer of shares in the Company. A more detailed description of the rights associated with the shares is set out in Section 3.

### 2.7.4 Debt funding and other sources of funding

Good Earth Dairy has A\$29K in debt capital against working vehicles and manufacturing equipment as well as a A\$100K Director's Loan under very favourable terms for the Company. Neither of these debts will be repaid with the capital raised under this CSF offer. Equipment finance has between 3 to 5 years in maturity with 7% interest rate and the directors' loan at 5% interest rate with deposit and principal paid out within 12 months.

The Company also has a \$100,000 redeemable convertible note on issue. The convertible note may be converted into ordinary shares at a conversion price of \$0.15 per share, subject to its terms. If the convertible note is redeemed rather than converted, the redemption amount will include a 10% interest payment.

### 2.7.5 Research and development refunds

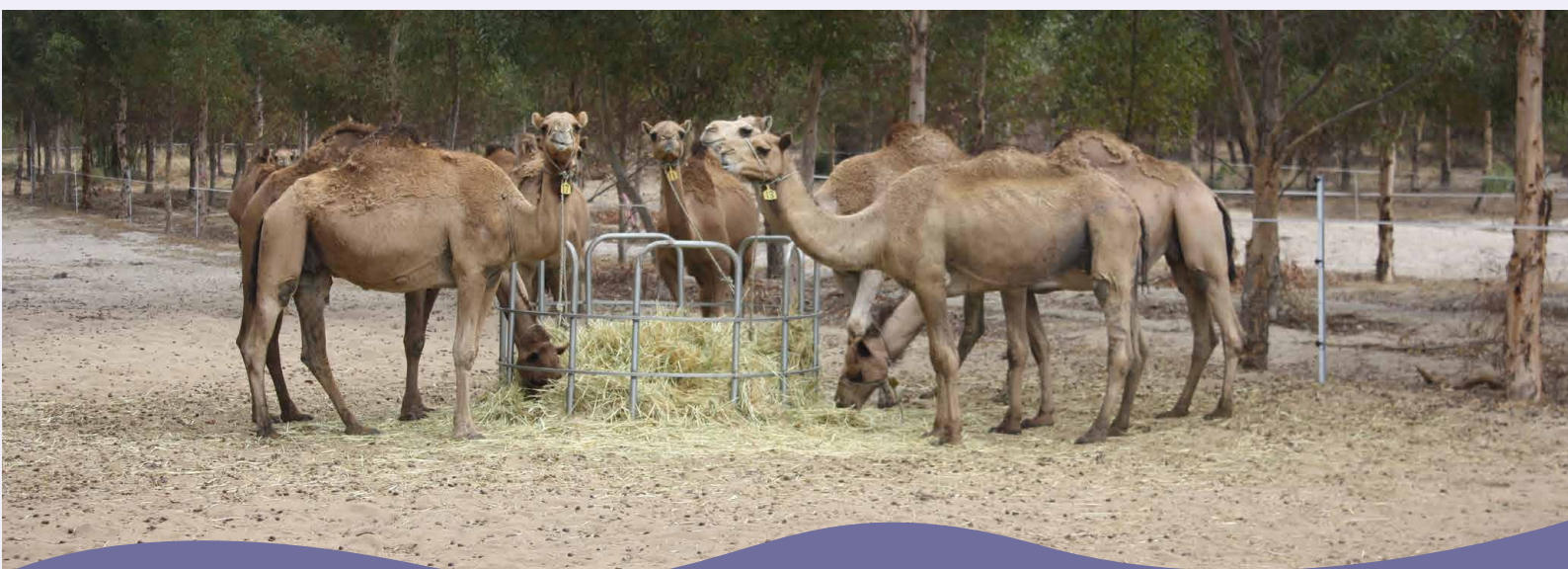
Over the last 6 years we have been refunded over A\$1m in research & development capital and have also executed a de-risking project in FY20 utilising A\$100K awarded by the WA state Department of Innovation and Primary Industries. This de-risking study confirmed our niche design dairy to shire and government regulations.

### 2.7.6 Utilising Government Grant

Good Earth Dairy's core activities around its technology and innovation has supported our achievement of obtaining over A\$5.5m in Federal and State Government funding.

We are very grateful and thrilled to have formalised the A\$4.4m grant awarded with the Department of Jobs, Tourism, Science and Innovation will go towards the construction of an infant formula and fresh milk manufacturing facility. Our major raise planned will combine with the A\$4.4m grant for our next vertically integrated growth phase. From the A\$4.4 million, A\$220K has already been received with the remainder of the funding being contingent on successful milestones as well as successful attainment of the project finance.

Over the last 6 years we have been refunded over A\$1m in research & development capital and have also executed a de-risking project in FY20 utilising A\$100K awarded by the WA state Department of Innovation and Primary Industries. This de-risking study confirmed our niche design dairy to shire and government regulations.



## 2.8 Risks facing the business

The table below identifies the key risks that may affect Good Earth Dairy's business. An investment in Good Earth Dairy should be seen as high-risk and speculative. A description of the main risks that may impact our business is below. Investors should read this section carefully before deciding to apply for shares under the Offer. There are also other, more general risks associated with Good Earth Dairy (for example, risks relating to general economic conditions or the inability to quickly or easily sell your shares).

Type of risk	Description of risk
<b>Customer acquisition risk</b>	<p><b>Unable to acquire sufficient customers to become profitable</b></p> <p>Good Earth Dairy's evolution and initial purpose was to innovate and develop the agritech for commoditising camel milk. During this time we have been selling all the milk we produced via stockists across Perth, and thus only just commenced building a community of engaged investors and customers. As Good Earth Dairy is only starting to scale now it currently has an insufficient number of customers to fund its business operations and as such Good Earth Dairy is not yet profitable. The commercial success of the business depends on our ability to scale efficiently and increase our customer base for the many products that we intend to launch. If we are unable to acquire customers, this will have a material adverse effect on Good Earth Dairy's potential revenue and viability as a business.</p>
<b>Market or competition risk</b>	<p><b>Highly Competitive Market</b></p> <p>The Company is entering a competitive dairy market with a new product offering. Competition risk occurs whenever there are other players trying to win or retain market share. Typically, there is a high level of inertia in terms of switching between cow milk to dairy alternatives, and a camel milk offering may not prove popular in the Global market.</p>
<b>People risk</b>	<p><b>Loss of Key Personnel</b></p> <p>Good Earth Dairy may be unable to engage potential key personnel with the requisite experience and expertise to ensure the success of the business. There are a number of current key personnel that are important to the success of the business who have all signed employment contracts, however if these key people were to leave finding suitably skilled replacements may be difficult and could impact achieving the business's objectives.</p>
<b>Disease risk</b>	<p><b>Loss of Camels due to Disease</b></p> <p>Camels are at risk to disease like any other animal and this may result in loss of production or death. A loss of our producing camels will impact our milk production and thus our profitability.</p>
<b>Funding risk</b>	<p><b>Adequate funding for business plan</b></p> <p>To implement its commercialisation plan, including the A\$16 million powder facility and 3,000-head dairy, Good Earth Dairy will require additional funding. Without sufficient capital or effective project execution, growth may slow and the Company may be unable to achieve its strategic objectives or continue operations as intended. While the legally binding Heads of Agreement with cornerstone investors provides a pathway to future funding, it becomes effective only once funds are received.</p>
<b>Nature or Fire Risk</b>	<p><b>Force of Nature</b></p> <p>Any agricultural operation is vulnerable to environmental risk such as fire, climate or flood. These can lead to loss of production or adversely impact the health of the herd.</p>

## Risk mitigation strategies

Type of risk	Mitigation Strategy
<b>Customer acquisition risk</b>	<p>Good Earth Dairy has reviewed the milk chemistry of camel milk to confirm that it has a significant product differentiation compared to other animal milks especially for those allergic to animal milk.</p> <p>New products have been created that independent market research highlighted the palatability of our camel milk products meet customer expectations as a flavoursome product.</p> <p>With an ability to bring a well priced product with significant product differentiation and great flavour into a global dairy market Good Earth Dairy expects to obtain market penetration as well as pick up sales from the market growth produced by population increases.</p> <p>Most importantly, Good Earth Dairy has talented individuals with proven success in selling cow dairy products to a global market despite cow milk being a saturated market.</p>
<b>Market or competition risk</b>	<p>The Company is entering a A\$1480 billion* market with a niche product that has already gained market acceptance in smaller circles. Good Earth Dairy has a relationship with a number of marketing and distribution companies domestically and internationally. This coupled with our team's relationships and experience with stockists across the globe will support our carefully executed marketing and sales strategy.</p>
<b>People risk</b>	<p>We have a strong and committed team to deliver the strategy.</p> <p>Key personnel will be remunerated at market rates and provided with short- and long-term incentives. The Board and senior management are building a culture that makes the Company an employer of choice.</p>
<b>Disease risk</b>	<p>Western Australia has the strictest cross-border quarantine controls in Australia. Within Western Australia, bio-security protocols exist between regions.</p> <p>The Company has developed advances in camel husbandry to ensure the camels are happy and healthy. Good Earth Dairy also established its own bio-security measures, and have fully trained personnel.</p>
<b>Funding risk</b>	<p>We have a skilled Board and Senior Leadership Team (see Section 2.7) who have raised capital to date and we will continue with the capital attraction plan to seek further funding to meet our strategic goals.</p> <p>Furthermore, the Company has carefully planned the use of funds (refer Section 3.2) and has added additional contingency to its financial plans.</p>
<b>Nature or Fire Risk</b>	<p>Management have prepared response plans for known and emerging risk such as weather extremities and ensured Good Earth Dairy is adequately insured for its assets and any business continuity that may be lost.</p>

\* Camel Dairy Market: Global Industry Trends, Share, Growth Size, Opportunity and forecast 2022-2025 - imarc

## 2.9 Financial Information

Aus Camel Dairies Pty Ltd Trading as Good Earth Dairy Consolidated statement of financial position As at 30 June 2025

### 2.9.1 Balance Sheet

Statement of Financial Position	2025 A\$	2024 A\$
<b>ASSETS</b>		
CURRENT ASSETS		
Cash and cash equivalents	359,615	40,002
Trade and other receivables	22,360	185,369
Inventories	5,149	-
Other	38,021	-
<b>TOTAL CURRENT ASSETS</b>	<b>425,145</b>	<b>225,371</b>
NON CURRENT ASSETS		
Trade and other receivables	23,732	523
Property, plant and equipment	582,267	670,953
Right-of-use assets	147,077	5,779
Intangibles	5,752	8,569
Biological	96,300	100,550
Other	96,300	117,700
<b>TOTAL NON-CURRENT ASSETS</b>	<b>951,428</b>	<b>904,074</b>
<b>TOTAL ASSETS</b>	<b>1,376,573</b>	<b>1,129,445</b>
<b>LIABILITIES</b>		
CURRENT LIABILITIES		
Trade and other payables	280,223	250,554
Borrowings	64,411	53,274
Lease liabilities	26,689	6,584
Employee benefits	283,697	274,789
Other	11,000	30,371
<b>TOTAL CURRENT LIABILITIES</b>	<b>666,020</b>	<b>615,572</b>
NON CURRENT LIABILITIES		
Borrowings	133,566	275,756
Lease liabilities	126,971	-
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>260,537</b>	<b>275,756</b>
<b>TOTAL LIABILITIES</b>	<b>926,557</b>	<b>891,328</b>
<b>NET ASSETS</b>	<b>450,016</b>	<b>238,117</b>
<b>EQUITY</b>		
Issued capital	6,706,313	5,305,444
Accumulated losses	(6,256,297)	(5,067,327)
<b>TOTAL EQUITY</b>	<b>450,016</b>	<b>238,117</b>

## 2.9.2 Profit and loss statement

Aus Camel Dairies Pty Ltd Trading as Good Earth Dairy Consolidated statement of profit or loss and other comprehensive income For the year ended 30 June 2025

	2025 A\$	2024 A\$
<b>Revenue</b>		
Revenue	168,382	189,876
Cost of sales	(193,583)	(203,232)
<b>Gross profit</b>	<b>(25,201)</b>	<b>(13,356)</b>
Grant income	-	24,501
Interest revenue	2,844	2,145
Other income	128,012	178,642
Total revenue	299,238	395,164
<b>Expenses</b>		
Administration expenses	(246,720)	(228,974)
Advertising and marketing expenses	(89,481)	(179,099)
Depreciation and amortisation expense	(128,859)	(205,480)
Employee benefits expense	(561,093)	(712,307)
Insurance expenses	(60,234)	(60,683)
Lease expenses	(36,140)	(64,420)
Motor vehicles expenses	(15,511)	(20,016)
Research and development expenses	(26,363)	(64,155)
Occupancy expenses	(30,598)	(8,502)
Other expenses	(41,416)	(10,978)
Finance costs	(58,210)	(10,921)
Total expenses	(1,294,625)	(1,565,535)
<b>Loss before income tax expense</b>	<b>(1,188,970)</b>	<b>(1,373,603)</b>
Income tax expense	-	-
<b>Loss after income tax expense for the year attributable to the owners of Aus Camel Dairies Pty Ltd</b>	<b>(1,188,970)</b>	<b>(1,373,603)</b>
Other comprehensive income for the year, net of tax	-	-
<b>Total comprehensive income for the year attributable to the owners of Aus Camel Dairies Pty Ltd</b>	<b>(1,188,970)</b>	<b>(1,373,603)</b>

### 2.9.3 Cash flow statement

Aus Camel Dairies Pty Ltd Trading as Good Earth Dairy Consolidated statement of cash flows  
For the year ended 30 June 2025

STATEMENT OF CASH FLOWS	2025 A\$	2024 A\$
<b>Cash flows from operating activities</b>		
Receipts from customers (inclusive of GST)	436,191	686,097
Payments to suppliers and employees (inclusive of GST)	(1,353,516)	(1,462,025)
	(917,325)	(775,928)
Interest received	2,844	2,083
Interest and other finance costs paid	-	(8,291)
<b>Net cash used in operating activities</b>	<b>(914,481)</b>	<b>(782,136)</b>
<b>Cash flows from investing activities</b>		
Payments for property, plant and equipment	(10,723)	(1,398)
<b>Net cash used in investing activities</b>	<b>(10,723)</b>	<b>(1,398)</b>
<b>Cash flows from financing activities</b>		
Proceeds from issue of shares	1,400,869	616,146
Proceeds from borrowings	11,138	170,000
Repayment of borrowings	(142,190)	(24,641)
Repayment of lease liabilities	(25,000)	(38,982)
<b>Net cash from financing activities</b>	<b>1,244,817</b>	<b>722,523</b>
<b>Net increase/(decrease) in cash and cash equivalents</b>	<b>319,613</b>	<b>(61,011)</b>
Cash and cash equivalents at the beginning of the financial year	40,002	101,013
<b>Cash and cash equivalents at the end of the financial year</b>	<b>359,615</b>	<b>40,002</b>

## 2.9.4 Statement of changes in equity

Aus Camel Dairies Pty Ltd Trading as Good Earth Dairy Consolidated statement of changes in equity  
For the year ended 30 June 2025

Consolidated	Issued Capital A\$	Retained Earnings A\$	Total A\$
<b>Balance at 1 July 2023</b>	<b>4,785,459</b>	<b>(3,667,474)</b>	<b>1,117,985</b>
Prior period adjustment	-	(26,250)	(26,250)
Balance at 1 July 2023 - restated	4,785,459	(3,693,724)	1,091,735
Loss after income tax expense for the year	-	(1,373,603)	(1,373,603)
Other comprehensive income for the year, net of tax	-	-	-
Total comprehensive income for the year	-	(1,373,603)	(1,373,603)
<b>Transactions with owners in their capacity as owners:</b>			
Contributions of equity, net of transaction costs	519,985	-	519,985
<b>Balance at 30 June 2024 - restated</b>	<b>5,305,444</b>	<b>(5,067,327)</b>	<b>238,117</b>
<b>Consolidated</b>			
Balance at 1 July 2024	5,305,444	(5,067,327)	238,117
Loss after income tax expense for the year	-	(1,188,970)	(1,188,970)
Other comprehensive income for the year, net of tax	-	-	-
Total comprehensive income for the year	-	(1,188,970)	(1,188,970)
<b>Transactions with owners in their capacity as owners:</b>			
Contributions of equity, net of transaction costs	1,400,869	-	1,400,869
<b>Balance at 30 June 2025</b>	<b>6,706,313</b>	<b>(6,256,297)</b>	<b>450,016</b>

## 2.9.5 Going Concern

Good Earth Dairy has been developing its technology over the last 9 years with funding from a combination of equity, product revenues, State Government grants and the R&D refund provided through the Federal Government's innovation policy.

Good Earth Dairy currently has adequate cash and revenue to meet its current and planned business activities.

It does rely on successful capital raise to continue its commercialisation.

## 2.9.6 Management Commentary

Good Earth Dairy has been working on its R&D program for over 9 years. We have started commercialising our technology and are looking to further scale our production capabilities as well as our manufacturing capabilities.

In the short term we are expecting to see the company's turnover continue to grow through an increase in our milk production and launch of our new products. The product manufacturing facilities Good Earth Dairy intend to commission soon will further enable our global reach and turnover expectations.

The board has the relationships and capabilities to ensure Good Earth Dairy's growth strategy is executed on time and on budget.

\* Please revert to 2.6.5 for additional information

# SECTION 3: INFORMATION ABOUT THE OFFER

## 3.1 Terms of the Offer

Aus Camel Dairies Pty Ltd is offering up to 2,333,400 shares at an issue price of \$A0.15 per share to raise up to A\$350,010 max.

The key terms and conditions of the Offer are set out in the Table below.

To participate in the Offer, you must submit a completed application form together with the application money via the Intermediary's platform at <https://www.swarmer.com.au/en/company/good-earth-dairy-private-2026/overview/>.

The Intermediary must close the Offer early in certain circumstances. For example, if the Maximum Subscription is reached, the Offer must be closed. If the Minimum Subscription is not reached or the Offer is closed but not completed, you will be refunded your application money.

A description of the rights associated with the shares is set out in Section 3. Investors may withdraw their application during the Cooling-off Period (further information on investor cooling-off rights are found in Section 4 of this CSF offer document).

The Offer is not underwritten.

A description of the rights associated with the shares is set out in Section 3.

**Table 3: Terms of the Offer**

Term	Details
Shares	Fully-paid ordinary shares
Price	A\$0.15 per share
Minimum Subscription	A\$10,005
Maximum Subscription	A\$350,010
Opening date	16 <sup>th</sup> June 2026
Closing date	30 <sup>th</sup> June 2026



### 3.2 Use of funds

We are seeking to raise A\$350,010 to ensure Good Earth Dairy maintains operational momentum while progressing the completion of the proposed institutional investment, associated regulatory requirements, government grant milestones, engineering activities, and project development work.

Funds raised will be applied to key activities required to advance the infant formula and powder manufacturing project and preserve the Company's ability to execute its growth strategy.

Intended Use	Minimum Subscription (A\$)	Maximum Subscription (A\$)
Regulatory, legal and transaction completion costs		55,000
Spray dryer procurement and project development activities		195,000
Working capital and preservation of operational capability	9,355	77,260
Brokerage and associated fees	650	22,750
<b>Total</b>	<b>10,005</b>	<b>350,010</b>

The Offer is not underwritten, and there is no guarantee that these funds will be raised.

In this table, 'working capital' includes overhead expenses and employee wages.

The costs of the Offer include the Intermediary's fees under the hosting agreement between the Company and the Intermediary. These fees are 6.5% of capital raised to Swarmer (Intermediary).

Other than as specified above, no other payments from the funds raised will be paid (directly or indirectly) to related parties, controlling shareholders, or any other persons involved in promoting or marketing the Offer.

We expect that the Maximum Subscription amount will be sufficient to meet the Company's short-term objectives over the next months.

If only the Minimum Subscription amount is raised, the Company will require further funding to be able to carry out our intended activities over the next 6 months. In such circumstances, the Company may consider undertaking a further CSF offer under the CSF regime. Until additional funding is obtained, we will scale back sales and marketing and production activities, and continue to focus our cash resources on research and development and working capital costs to advance the clinical trials of our new technology.



### 3.3 Rights associated with the shares

Immediately after issue, the shares will be fully-paid shares. There will be no liability on the part of shareholders and the shares will rank equally with the shares currently on issue.

The rights associated with the shares are set out in the Company's constitution. These rights are described below. A copy of the constitution is available on the Intermediary's platform.

#### 3.3.1 Voting rights

Each shareholder has one vote on a show of hands and, on a poll, one vote for each share held.

#### 3.3.2 Dividends

All shareholders have a right to receive any dividends declared and paid by the Company.

The directors have a discretion and may resolve to pay dividends, subject to their obligations under the Corporations Act (for example, they cannot pay dividends unless the Company's assets are sufficiently in excess of its liabilities immediately before the dividend is declared and where it may materially prejudice the Company's ability to pay its creditors).

#### 3.3.3 General meetings and notices

Directors have the power to call meetings of all shareholders or meetings of only those shareholders who hold a particular class of shares. Shareholders who hold at least 5% of the votes which may be cast at a general meeting of the Company have the power to call and hold a meeting themselves or to require the directors to call and hold a meeting.

#### 3.3.4 Election and removal of directors

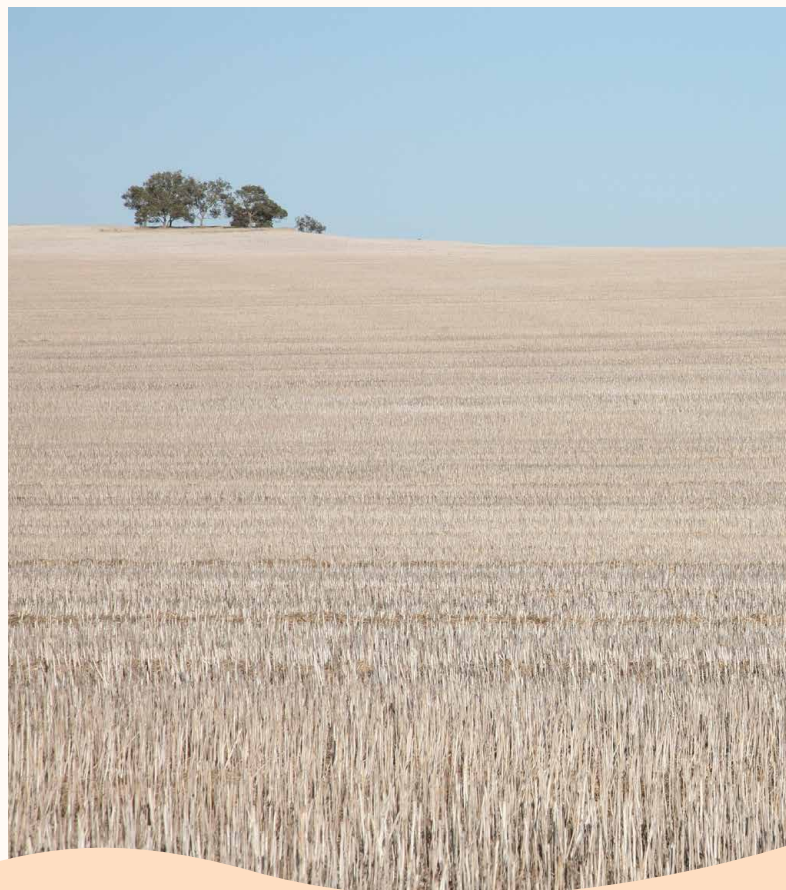
Shareholders may vote to elect and remove directors at a general meeting by way of ordinary resolution (50%).

#### 3.3.5 Winding-up

If the Company is wound up and there are any assets left over after all the Company's debts have been paid, the surplus is distributed to holders of ordinary shares after secured and unsecured creditors of the Company. Holders of fully-paid ordinary voting shares rank ahead of other classes of shares (if any).

#### 3.3.6 Restrictions on sale or transfer

If the Company lists on the ASX, the Company will be subject to the ASX's Listing Rules. In particular, there may be a restriction on shareholders disposing or transferring shares for a period of time (e.g. 12 months or longer) commencing on the date of the ASX Listing (i.e. the Escrow Period as defined in the ASX Listing Rules).



### 3.4 What can I do with my shares?

Shares in the Company are considered illiquid as they cannot easily be transferred or sold. However, there are numerous possible circumstances that may create an opportunity for shareholders to exit the business. These include, but are not limited to:

- A trade purchase of the Company
- A listing on a recognised stock exchange (e.g. the ASX)
- A private equity investment in the Company
- A share buy-back by the Company

There is no guarantee that any of the exit options will eventuate.



### 3.5 Engagement of Corporate Advisor & Legal Advisor

Good Earth Dairy has engaged CPS Capital Group Pty Ltd ([cpscapital.com.au](http://cpscapital.com.au)) as corporate advisor for capital raising and corporate advisory services, including an agreement to act as lead manager and broker for our planned IPO. This mandate may be terminated by the parties.

CPS Capital is a highly reputable broker firm in Australia with over A\$1 Billion raised since 2015, they are also a strategic and corporate advisory firm with a highly capable and experienced team.

Good Earth Dairy has engaged Blackwall to provide legal advice to Good Earth Dairy.

Good Earth Dairy has not yet engaged with the ASX in relation to an IPO. There are a range of factors, including suitability, financial capacity and market conditions that may affect our ability to proceed with an IPO.

### 3.6 Details of previous CSF Offers

Good Earth Dairy made a previous CSF offer in November 2020 where A\$1.2m was raised successfully at a share issue price of A\$0.14, and another in November 2021 where A\$1.52m was raised successfully at a share issue price of A\$0.20. In early Nov 2023, as part of this raise, existing shareholders invested A\$0.15m in Good Earth Dairy where shares were issued at A\$0.2. In June 2024 A\$0.525m was raised at a share issue price of A\$0.20. In March 2025 A\$0.802m was raised at a share issue price of A\$0.20. In October 2025 existing shareholders invested A\$0.269m at a share issue price of A\$0.15, and in December 2025, a public CSF raised A\$0.125M at A\$0.20.

No change to the board since November 2021.

## SECTION 4:

# INFORMATION ABOUT INVESTOR RIGHTS

### 4.1 Cooling-off rights

If you are a retail investor, you have the right to withdraw your application under this Offer and to be repaid your application money. If you wish to withdraw your application for any reason (including if you change your mind about investing in the Company), you must do so within five business days of making your application (the Cooling-off Period). You must withdraw your application via the Intermediary's platform as follows:

1. Proceed to your profile on the top right-hand side of the screen on Swarmer's website by clicking your profile image.
2. Click on the right-hand side bar and select "My Investments".
3. Scroll until you find your Good Earth Dairy Investment. Click the "Withdraw" button below the Good Earth Dairy logo.
4. Confirm the selection by clicking the "Confirm" button on the pop up. Your withdrawal request will then be processed. This may take a few days to complete.

After your withdrawal has been processed, the Intermediary will refund the application money to your nominated account as soon as practicable.



## 4.2 Communication facility for the Offer

You can ask questions about the Offer on the communication facility available on the Intermediary's platform. You can also use the communication facility to communicate with other investors, with the Company and with the Intermediary about this Offer.

You will be able to post comments and questions about the Offer and see the posts of other investors on the communication facility. The Company and/or the Intermediary will also be able to respond to questions and comments posted by investors.

Officers, employees or agents of the Company, and related parties or associates of the Company or the Intermediary, may participate in the facility and must clearly disclose their relationship to the Company and/or Intermediary when making posts on the facility.

Any comments made in good faith on the communication facility are not subject to the advertising restrictions in the Corporations Act.

## 4.3 Proprietary company corporate governance obligations

### 4.3.1 Annual report

While the Company is currently a small proprietary company that is not required to prepare annual financial reports and directors' reports, if we successfully complete this Offer, then we will be required to prepare and lodge these annual reports with ASIC (within four months of the financial year end). The Company has a 30 June year end and its financial reports must be lodged by 31 October each year.

Our financial reports are currently not required to be audited as we are a small proprietary company. This means that the Company's financial reports will not be subject to auditor oversight and, therefore, there will be no independent assurance of the Company's financial statements. However, the directors are still required to ensure that the financial statements give a true and fair view of the Company's financial position and performance and that the financial statements comply with the accounting standards.

We may be required to have our financial reports audited in the future if we raise more than A\$3 million from CSF offers (including this current offer and any future offers) or otherwise become a large proprietary company.

### 4.3.2 Distribution of annual report

The Company is not required to notify shareholders in writing of the options to receive or access the annual report. Shareholders will not be able to elect to receive a copy of the annual report by way of email or post. However, shareholders will be able to access the annual report when it is available on Registry Direct (free of charge) or can purchase the report from ASIC.

### 4.3.3 Related party transactions

If we successfully complete this Offer, the rules on related party transactions in Chapter 2E of the Corporations Act will apply to the Company (for so long as we continue to have CSF shareholders). This means that the Company is required to obtain shareholder approval before giving financial benefits to related parties of the company (e.g. directors and their spouses, children or parents), subject to certain exceptions (such as reasonable remuneration provided to directors).

### 4.3.4 Takeovers

If we successfully complete this Offer and have more than 50 shareholders, the takeover rules in the Corporations Act will only apply to the Company in a very limited way. If someone wants to buy more than 20% of the voting shares in the Company, they will be able to do so without complying with the takeover rules. This means a person may be able to get control of the Company without making a formal takeover bid to all shareholders or without seeking shareholder approval.

Shareholders will not have the benefit of the full protections under the takeover rules, which means you may not have the right to vote on or participate in a change of control of the company. However, the general principles of ensuring shareholders have sufficient information and time to consider a change of control, and all have a reasonable and equal opportunity to participate in any benefits, will apply to the Company. In addition, the Takeovers Panel has jurisdiction to hear disputes relating to control of the Company.

# GLOSSARY

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**AM** annotates a Member of the Order (In the Australian honours system appointments to the Order of Australia confer the highest recognition for outstanding achievement and service).

**CAGR** means compound annual growth rate

**Company** means Aus Camel Dairies Pty Ltd ACN 634 549 170

**Cooling-off Period** means the period ending five business days after an application is made under this Offer, during which an investor has a right to withdraw their application and be repaid their application money

**CSF** means crowd-sourced funding under Part 6D.3A of the Corporations Act

**EBA** stands for Enterprise Bargaining Agreement which are agreements generally between employees and employers.

**EBITDA** means Earnings Before Interest, Taxes, Depreciation, and Amortization

**Intermediary** means Swarmer Pty Ltd  
AFSL #507867

**Maximum Subscription** means the amount specified in this CSF offer document as the maximum amount sought to be raised by the Offer

**Minimum Subscription** means the amount specified in this CSF offer document as the minimum amount sought to be raised by the Offer

**Offer** means an offer of fully-paid ordinary shares by the Company under this CSF offer document

**Retail Investor** has the same meaning as “retail client” under the Corporations Act.

**Senior Manager** means a person who is concerned in, or takes part in, the management of the company.

**Wholesale Investor** means an investor who satisfies the definition of a ‘wholesale client’ under Chapter 7 of the Corporations Act 2001 (Cth).



**THANK YOU  
FOR  
READING**

**GOOD EARTH DAIRY**

**For further information  
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