

# INVESTOR FACT SHEET



**ASTRON CONNECT**

## Connecting Canada to Emerging Markets

Astron Connect is a TSX Venture-listed company (TSXV:AST) that seeks to connect outstanding Canadian food and beverage products with the growing consumerism in China and emerging markets. Our focus is on establishing safe and authentic brands on a global scale.

Astron Connect's brands are Sachiel Connect and Sachiel Water.

### Immediate Strategic Priorities

#### Immediate priorities

1. Develop Canadian food and beverage products for emerging markets.
2. Continue the growth of the Sachiel Water brand.



#### Our mission

Bring Canada to the world through authentic, pure and safe food and beverages. Leveraging strong emerging market networks and marketing, Astron is the bridge that connects people and products



#### Our vision

Establish an innovative brand known for forming and sustaining quality connections with sophisticated product verification strategies



#### Our goals

Connect Canadian enterprises with quality buyers in emerging markets, building a strong supplier and buyer base on the platform

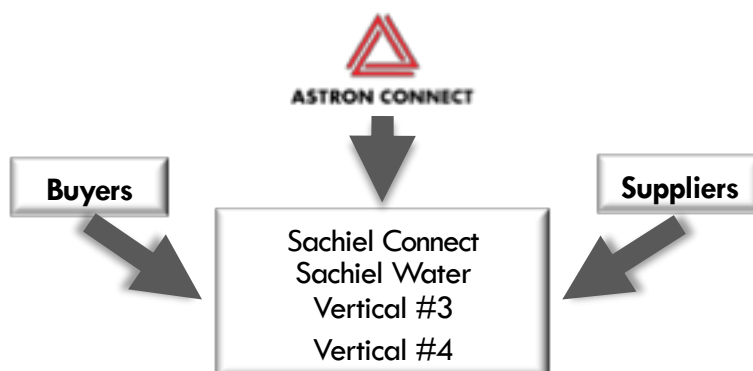
**Astron Connect's core offering is providing Canadian food and beverage suppliers with access to buyers from emerging markets.**

### Long-Term Strategic Priorities

1. Grow the Sachiel Water brand throughout China and other emerging markets
2. Grow the number of Canadian brands exported to emerging markets through Sachiel Connect
3. Increase the reach of our products in China and other emerging markets



### Corporate Structure



### Investor Facts

#### Ticker:

AST on the TSX Venture

#### Number of share outstanding:

50,803,211

#### Fiscal year end:

September 30

#### Fiscal 2017 approximate Revenue:

CAD \$1,000,000

TSXV:AST





**ASTRON CONNECT**

## Connecting Canada to Emerging Markets

### Buyers Across Four Continents



### Reasons to Invest in Astron Connect

- Direct exposure to the growing consumerism of the middle- and upper-class in China and emerging markets
- Experienced management team with deep connections in China and the emerging world
- Leverage to a complete logistics platform that connects Canadian brands with buyers in emerging markets
- Established and fast-growing foothold in China, with approximately CAD \$1 million in sales last year

We offer our suppliers reach, frequency and engagement with buyers.

Our tools enable our partners to better measure and realize their goals by providing interactive means to effectively manage their product sales.

### Opportunity in China's Growing Consumerism

#### According to Agriculture and Agri-Food Canada<sup>1</sup>:

- Canada-China trade for agri-food and seafood products was worth \$8.4 billion in 2016
- From 2011 to 2016, the organic health and wellness market in China grew at a compound annual growth rate (CAGR) of 33%
- CAGR of 16% for organic products forecast for 2016-2021
- Canada exported \$2.14 billion in processed foods to China in 2016



### Contact:

**Randall Smallbone**

President & CEO

T: 604.620.2092

E: randalls@astronconnect.com

<sup>1</sup>Outline of opportunities in China (<http://www.agr.gc.ca/eng/industry-markets-and-trade/international-agri-food-market-intelligence/asia/market-intelligence/outline-of-opportunities-in-china/?id=1513879312343>)

