



There is an opportunity to acquire a leading honey packager and exporter of trusted Australian brands with an extensive international and domestic supply chain

Overview

Superbee represents a strong platform asset with long term relationships with key suppliers, trusted Australian brands and an existing supply chain that we believe is best suited to an existing trade player or private equity investor seeking to acquire a significant manufacturing footprint in Australia.

The business possesses the scale, channels and brands to establish the second largest vertically integrated beekeeping and honey production business in Australia.

- ✓ Founded over 50 years ago, Superbee has built a **strong reputation for producing high quality Australian honey and bee products**.
- ✓ Located in Forbes, NSW, is **strategically located in a high-volume honey production area**, with c.50% of honey produced in Australia within a 200km radius of its facility, providing a **secure source of honey from long-standing relationships with local, Australian suppliers**.
- ✓ **Superbee has a strong foothold in the supply chain** and has secured long term supplier relationships alongside a diversified customer base, providing **resilience to industry disruptions and greater stability** in recurring performance.
- ✓ **The main product categories include honey in various sizes and infusions, royal jelly, cut honeycomb and granulated pollen**. As well as packaging products under the company owned brands (Superbee, Lachlan Valley, Honey for Health, Buderim and Sunshine), the business contract packages for third parties.
- ✓ The company has established an **export channel to key Asian markets**, including China, South Korea, Hong Kong and Singapore, with considerable opportunity to unlock value by focusing on exports.
- ✓ Superbee operates a profitable business that is set to **achieve c.\$750k EBITDA for FY21**.
- ✓ **Superbee has a highly scalable production facility** and has recently commissioned a new manufacturing line to produce 375g upside-down squeeze bottles for retail and contract packing. At maximum capacity, and along with the introduction of the new manufacturing line and an additional shift, Superbee would have **the capability to package up to c.16,000t p.a. from its current output of c.750t p.a.**

The Superbee Brand

Superbee has the potential to leverage and grow its brand equity into leading retail markets across the ANZ region, as well as the broader, high-growth export market to capture value in the ranging of premium honey products.

Specialty Product Variants

Superbee under its own brand, offers a wide and growing range of health and specialty variants, including Manuka honey, Organic honey, Raw honey and Honey with Pollen.

High Margin Market

The business is well-positioned leverage itself into the high value, specialty retail and pharmacy segments domestically and internationally, with products that carry strong margins and premiums.

Innovative Product Pipeline

Superbee is also developing products to address the emerging royal jelly and propolis market that is currently undergoing growth in demand.





Selected Superbee Products

Superbee offers a versatile range of honey and honey-related products, with constant innovations in developing health and specialty variants.



Raw Honey
(500g)



Organic Honey
(500g)



Floral Blend Honey
(500g)



Yellow Box Honey
(500g)



Tas. Leatherwood Honey
(500g)



Manuka UMF 15+
(500g)



Royal Jelly
(500g)



Assorted Bundle &
Gift Packs



Granulated Pollen
(500g)



Honeycomb
(300g)

Financial Overview

Superbee operates a profitable business that is set to achieve c.\$5.9m in revenue and c.\$750k EBITDA in annualised FY21.

- The company's revenue performance is driven by **strong sales into the food service industry and a growing contract packaging business.**
- The business operates on a **gross profit margin of 32.3%** and has been able to improve its margins over the past 5 years due to its strength in managing its costs through the timing of its inventory purchases and its long-standing relationships with beekeepers.
- Superbee has a **robust net asset position of c.\$3.4m**, excluding the freehold manufacturing premises which has been valued at \$1.7m and can be acquired as part of the transaction.

Transaction Overview

Superbee is being offered as an investment opportunity to potential acquirers. The vendors are offering to sell up to 100% of the business including: contracts, business assets, IP, land and proprietary work processes. The vendors are willing to remain in a management oversight role for a period of time to ensure continuity of business operations.

The vendors are seeking NBIOs by March 31st 2021. An IM is available upon execution of an NDA upon request. All enquiries with respect to the opportunity are to be directed to:

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