

## **Key Areas of Focus:**

### **Endorsement, Standards and Regulation**

We have taken necessary steps in response to our meeting on 7th of April 2015. As we enter our next phase, we are accelerating the execution of our business strategy and seeking partnership with Intralytix Inc.

Intralytix products require clinical trials and approval/licensing, accreditation, compliance through the Australian Food Administration Authorities such as Department of Agriculture, Environment protection Authority (EPA), Australian Custom and Quarantine, Food Standards Australia New Zealand (FSANZ) and HACCP Australia.

We formally engaged HACCP Australia as consultant to TNC Global to investigate and provide advice:

- 1) Technical support and consultancy to TNC Global in regard to labelling and importing of Intralytix products (Biological Agent) for ANZ Markets
  - b) Intralytix to provide all reasonable access to premises and documentation to TNC Global and HACCP Australia
  - c) TNC Global will seek endorsement of Intralytix products through HACCP Australia.
- 2) We have engaged Hellman Worldwide Logistics in seeking importation and import permits.

Our strategic priorities are to accelerate approval process and acquire sole distribution for Australia and New Zealand. TNC Global is committed to identify potential new business, establish contacts and maintain the relationships necessary to assist Intralytix meet the right people to test, do trials and sell their product.

## **Our Strategic Thrusts:**

### **1. Advertising:**

Through advertising we will make our product name familiar to the public and our business partners Create goodwill and build a favourable image, Attract customers to find out more about your product or service.

We will advertise Intralytix products editorials in Industrial food technology, Manufacturing and HACCP magazines giving the public a better understanding and generating interest of Intralytix products.

Ongoing communication with the audience will allow us to initiate relationships, determining market and prospects.

### **2- Sales:**

Our sales Representatives are constantly in touch with our customers, following are a few of our customers who have shown real interests in Intralytix products with a request of samples and trial for the following companies;

M & J Chicken, Farmer Joes Chicken, YCC Chicken, Master cut Meats, Pendle Ham, Zammit Ham & Bacon, Top Juice (100 Franchises), Rich Products Australia, VSE International, Don & KR Foodservice, Andrews Meats division of JBS and Jewel of India, Diamond food and Fung Lee, Prime Small Goods etc.

### **3- Target Markets and Marketing Strategy:**

Target markets will be reached through our company web site and advertising campaigns such as Direct mail, emails, digital ads, print ads and brochures, food shows and ads in Australian Industrial Magazine.

#### **4- Financials:**

TNC Global offers to absorb all cost associated with product approval, marketing, initial set up, advertising and so forth, financial will also include Sales and other expenses; however it is anticipated Intralytix will provide all supporting documents and information required. We anticipate engaging Intralytix and offering them royalty fees of 5% and profit sharing at initial stage. We also offer to absorb any cost incur to invite Intralytix representatives to visit to Australia to provide training and support. As we mentioned in the meeting we accept the offer having two representatives to travel to South American Sea Food show.

#### **5- Controls:**

TNC GLOBAL and Intralytix will review this strategy and its implementation within 6 weeks of commencement of an agreement and then regularly as agreed at that first meeting to ensure issues are dealt with as they arise and to minimise concerns of all parties.

TNC Global looks forward to receive Memorandum of understanding as a matter of priority as discussed.

TNC Global foresees to expedite the opportunity and processes and to establish market share and maintain a strong presence in the Australia and New Zealand marketplace.

Thanks and Regards,

***Yours Sincerely,***

***Rick Agha***

Director Sales & Marketing



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