

Opportunities for SRP rice in Asian markets and beyond

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Rice in the Chinese Culture

An aerial photograph of the Great Wall of China, showing the stone wall and watchtowers winding across rolling green hills. The sky is clear and blue, and distant mountains are visible in the background.

- **The bricks of the Great Wall of China are held together by sticky rice mortar.**
- **Around 500AD, sticky rice soup was mixed with slaked lime to make an inorganic-organic composite mortar that had more strength and water resistance than lime mortar.**
- **Fast forward to 2023AD. 1500 years later. Rice is still holding China together in more ways than one.**

Top 2 rice consuming countries in the World

- 1) China consumed 155 Million Metric Tonnes of rice in 2022. Population 1.4 Billion.**
- 2) India consumed 109 Million Metric Tonnes of rice in 2022. Population 1.4 Billion.**

Hong Kong Ranks 70th in the World Consumption of Rice

**Hong Kong consumed 300,000 Metric Tonnes of rice
in 2022. Population 7.5 Million.**

Hong Kong is a Stepping Stone to China

- **Hong Kong consumed only 300,000 Metric Tonnes of rice in 2022 but we are the gateway to China.**
- **Out of 300,000 Metric Tonnes 80% is Thai Hom Mali. The Top quality Thai Jasmine rice. Hong Kong is premium market.**
- **Eating well is very important to people in Hong Kong.**
- **What's popular in Hong Kong, Asia's International City would filter through to China**
- **All multinationals and famous brands that would like to enter the Chinese market would start in Hong Kong.**
- **SRP Rice launch in Hong Kong will eventually catch on in China.**

History of Organic Rice

- **Organic farming had been prevalent for thousands of years before big manufactures introduced chemical fertilizers and pesticides in order to increase the crop yield.**
- **A group of farmers and smaller producers of food crops started the movement for organic food production in 1970.**
- **Laws about the use of toxic pesticides and fertilizers were soon passed in individual states across the USA and Europe. Then Asia.**
- **Rice cultivation also underwent considerable changes with hulls of rice, animal manure and other natural wastes being promoted as fertilizers instead of the harmful chemicals.**

SRP VS Organic

- **Organic rice is cultivated without synthetic fertilizers or pesticides.**
- **While certified sustainably produced rice adheres to specific standards that promote environmental and social sustainability.**
- **With a total of 41 requirements, SRP covers both social, economic and environmental criteria.**

SRP Learn from Organic

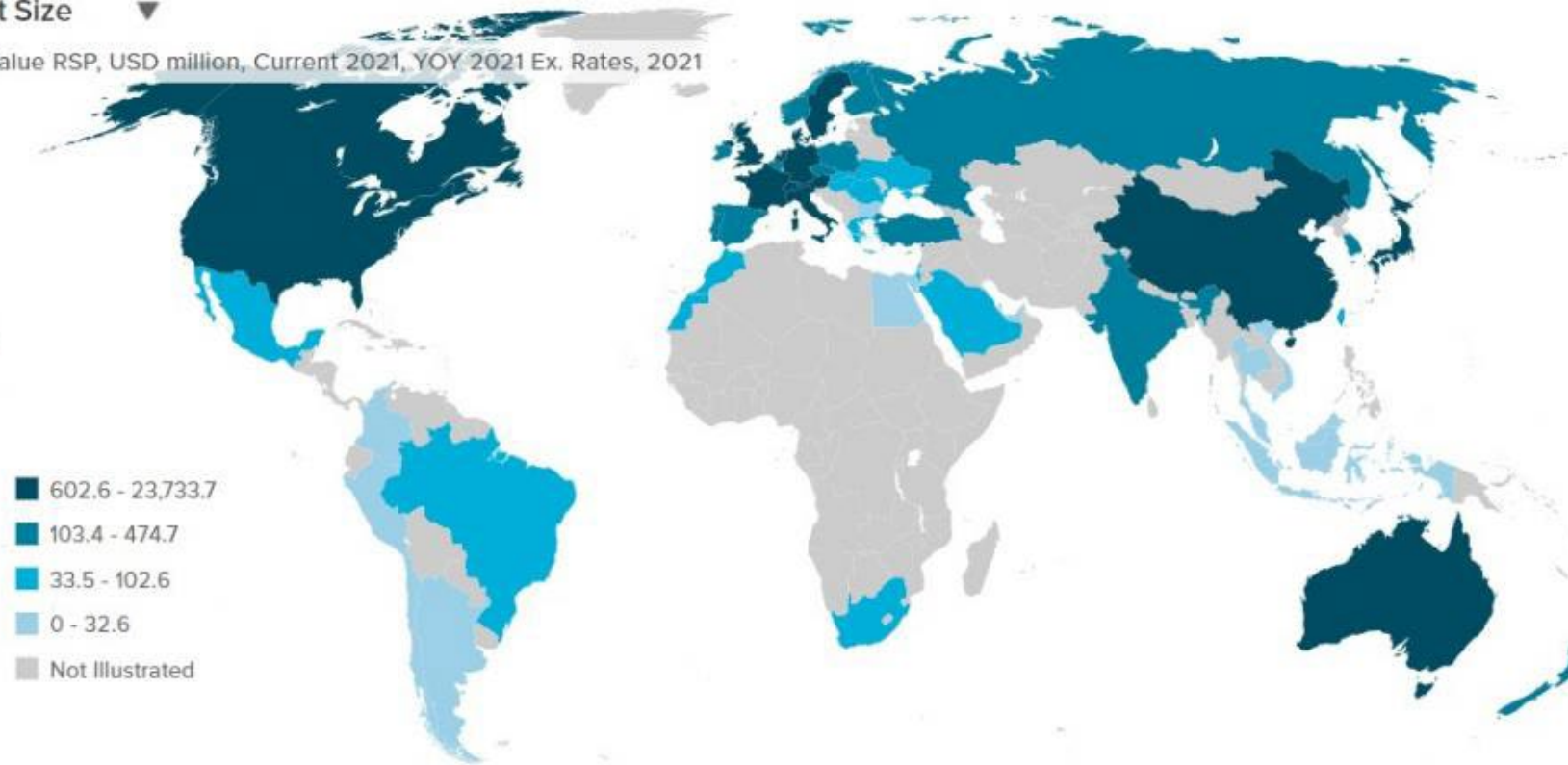
Let's learn from Organic and grow SRP to it's full potential.

Worldwide Organic Market

Organic

Market Size

Retail Value RSP, USD million, Current 2021, YOY 2021 Ex. Rates, 2021



Global Figure

2021, USD million

59,922.6

Regional Comparison

2021, USD million



Hong Kong, China

Market Size

2021, USD million

92.3

Per Capita

2021, USD

12.23

Forecast Growth

2021-2026 CAGR

9%

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Credit: Global Organic trade guide

Organic Market in China

Organic China

Quick Stats and Links

Selected geography's actual rank vs other geographies



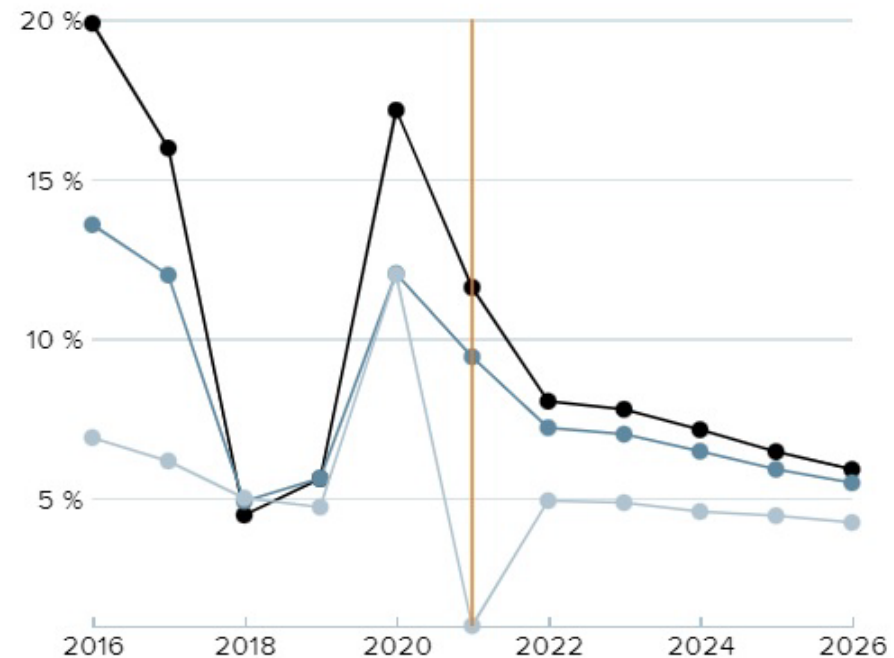
Top 3 Companies

Retail Value RSP, % breakdown

Inner Mongolia Yili Industrial Group Co Ltd	27.9
China Mengniu Dairy Co Ltd	12.9
Nestlé SA	9.5
Others	19.7

Category YOY Growth Comparison

USD million, Constant 2021, Fixed 2021 Ex. Rates 2016-2026



Organic Market in Hong Kong

Organic Hong Kong, China

Quick Stats and Links

Selected geography's actual rank vs other geographies



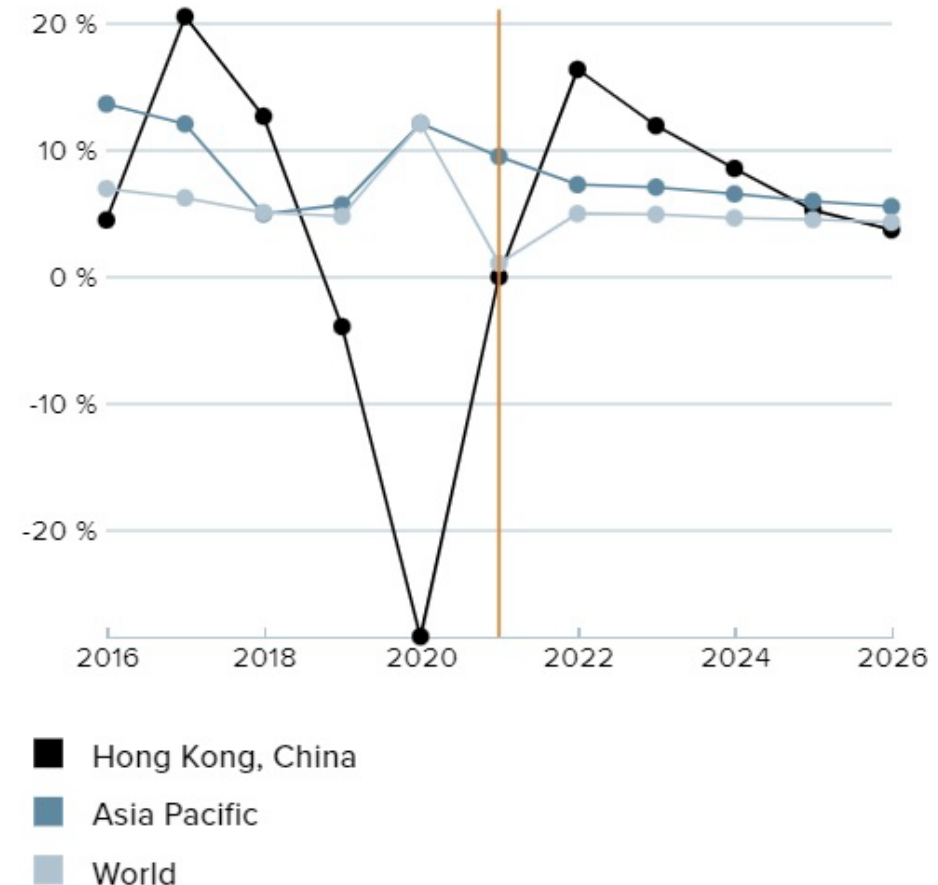
Top 3 Companies

Retail Value RSP, % breakdown

Hipp GmbH & Co Vertrieb KG	12.7
Nestlé SA	8.3
Abbott Laboratories Inc	7.7
Others	36.7

Category YOY Growth Comparison

USD million, Constant 2021, Fixed 2021 Ex. Rates 2016-2026



Top 5 cities by dimensions:

Dimensions	#1	#2	#3	#4	#5
Intellectual capital	Guangzhou	Beijing	Wuhan	Shanghai	Nanjing
Technology and innovation	Shenzhen	Guangzhou	Beijing & Shanghai (tied for third)		Hangzhou
Major regional cities	Shanghai	Guangzhou	Chongqing	Beijing	Chengdu
Urban resilience	Shanghai & Hong Kong (tied for first)		Beijing	Shenzhen	Hangzhou
Transportation and urban planning	Xiamen	Nanjing	Foshan	Suzhou	Wuhan & Ningbo (tied for fifth)
Sustainable development	Haikou	Fuzhou	Guangzhou	Huizhou	Shenzhen
Culture and quality of life	Shanghai	Beijing	Hangzhou	Guangzhou	Suzhou
Economic clout	Hong Kong	Shanghai	Beijing	Shenzhen	Hangzhou
Cost	Tangshan	Hohhot	Baoding	Shijiazhuang	Taiyuan
Ease of doing business	Shenzhen	Shanghai	Suzhou	Hangzhou	Beijing

Chinese Cities of Opportunity 2023

Public and Private Partnerships

- **Collaborations between governments, research institutions, NGOs, and private sector stakeholders can accelerate the adoption of sustainable rice practices.**
- **By leveraging the expertise, resources, and networks of multiple stakeholders, these partnerships can facilitate knowledge sharing, technology transfer, and capacity building efforts.**

Consumer Education and Awareness

- **Raising consumer awareness about the benefits of sustainable rice production and consumption is crucial for driving market demand.**
- **Education campaigns, labeling schemes, and certification programs can help consumers make informed choices and create a market pull for sustainably produced rice.**

Policy Support and Incentives

- **Governments can play a vital role in promoting sustainable rice production by implementing supportive policies and providing incentives.**
- **This can include financial support, tax incentives, subsidies, and regulations that encourage sustainable farming practices and reward farmers for adopting them.**

- **Overall, the Asian market and beyond offer significant opportunities for sustainable rice production and consumption.**
- **By adopting innovative practices, fostering partnerships, and creating awareness, stakeholders can contribute to a more sustainable and resilient rice sector.**

**The journey of a thousand
miles begins with the first step**

Chinese philosopher Lao Tzu

- **Sustainable Rice has taken many steps in the past 12 years.**
- **How to achieve SRP's goal from 1 Million farmers now to 10 Million farmers by 2030?**

In order for chopsticks to work They need to work as a pair

If each of us in this room holds 1 chopstick. We will go hungry.

- In order to eat. 2 single chopstick needs to form a pair.**
- Pair up with others in this room to collaborate**

- **One hand cannot clap.**
- **It takes 2 to Tango**
- **It takes a Village to raise a child**
- **Let's work together to raise our Sustainable Rice Platform child**

I have a Dream

- **That together we could leave the World a Better place for the sake of Our Future Generations.**
- **Like me, many of you are parents or grandparents in this room.**
- **What state of our Planet would you like our Sons, Daughters, Grand Children to inherit from us?**

Thank you

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