

ATLAS PEARLS

13 December 2024

Update – Kobe Auction December 2024

Atlas Pearls Ltd (ASX: ATP) (“Atlas Pearls” or “the Company”) is pleased to provide an update on a recent auction held in Kobe, Japan.

Highlights of Kobe Auction:

- Kobe auction in December 2024 realised sales of 83,184 pieces at an average price of \$72.50/piece.
- Total revenue \$6 million.
- Pricing achieved in line with previous auction.

The Company held an auction in Kobe Japan on 10th and 11th of December 2024. The Company presented approximately 89,000 pearls and sold approximately 83,000 pearls at an average price of \$72.50/piece, which was in line with the last auction in October 2024 and continues the trend in what has been a sequence of successful auction results for 2024.

Stock withheld from this Kobe December auction, of approximately 6,000 pearls, is expected to realise better value than the prices that were offered for these lots during the auction, through other sales channels, including private sales of loose pearls, wholesale and value add products as well as channels that Atlas Pearls continues to develop. Atlas Pearls continues to be committed to maximising the value of each and every pearl that is produced.

Mr Michael Ricci, CEO, stated - *“This auction result was pleasing as it reflects the continued market pricing stability that we have seen since the start of the calendar year. There was good attendance and activity at the auction.*

Demand continues to be stronger in the categories where Atlas Pearls has most of its production volume.

We continue to build our customer base and our geographic spread and build stronger relationships with our customers across all our sales channels.

As mentioned in the last update, Atlas Pearls is celebrating its 30th Anniversary, and we have been carrying out small capital works presents for our local villages and stakeholders. This is incredibly rewarding for our team and very well received by the recipients. It is an extension of our ongoing CSR/ Sustainability initiatives and we will review the success with our stakeholders to determine if it remains a permanent pillar of what we do in this area.

We will continue to focus on growing the revenue from our multiple sales channels outside of the auction system, and this will also increase our margins overall.

Finally, I thank all the employees of Atlas Pearls for their efforts in 2024.”

The next major auction will be held in Kobe in April 2025, with a low-grade auction in Sanur, Bali in February 2025. Atlas Pearls will continue to sell into wholesale and value add channels.

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This ASX announcement was approved for release by the Board of Atlas Pearls Ltd.

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