

Dairy Australia Scholarship

27 January 2026

Denis Phelps
Willy Low

Chief Customer Officer
Regional Director, Asia



Introducing Noumi Limited

We are an Australian company driven by our purpose of **Imagining a Healthier Tomorrow.**

Born from 'nourish me' – Noumi believes in a healthier approach to business, to the planet, and to our customers' lives.

7 Focus Brands

MilkLab, Australia's Own, So Natural, Crankt, Vital Strength, Uprotein, Noumi Nutritionals (B2B)

500+

talented team members around the globe

Offices in
3 countries

(Australia, Singapore and China)

Leaders

in Long-life Dairy, Plant-based Milks, Sports Nutrition and Lactoferrin

Export markets

across South-East and North Asia, with products sold in 25 countries

2

Manufacturing sites in Australia



Our Leadership Team



Mr Michael Perich
Chief Executive Officer

Qualifications:
B AppSci (SysAg)

Michael is an experienced executive with over 25 years of deep understanding of the dairy industry. Michael currently holds directorships in Arrovest Pty Ltd and various other entities associated with Perich Entities.



Mr Peter Myers
Chief Financial Officer

Qualifications:
Bachelor of Business, CPA

A seasoned Chief Financial Officer with experience across both ASX-listed companies and private enterprises, Peter brings a wealth of knowledge in leading business turnarounds and financial restructuring.



Mr Justin Coss
Group General Counsel
& Company Secretary

Qualifications:
BA LLB, Dip CII, ANZIIIF (Fellow)
CIP, FGIA, FCIS, Adv Dip
(Management)

Drawing on more than 25 years as a legal practitioner in private practice and in-house settings, Justin also brings over 15 years of company secretarial expertise.



Mr Stuart Muir
Chief Operations Officer

Qualifications:
BE (Hons) Engineering, Master
Engineering Management

Stuart is a senior operations executive with extensive dairy, FMCG and food manufacturing experience. His background spans end-to-end supply chain management and he is a proven leader of large multi-functional teams.



Ms Tracy Hibbert
Chief People & Culture
Officer

Qualifications:
Bachelor of Laws (LLB)

Tracy is an experienced Chief People & Culture Officer with a notable foundation in the FMCG industry. Tracy has worked in senior human resources roles in transport and logistics, private equity, sales and marketing, and the aviation industry in Australia and the United Kingdom.

Our Leadership Team



Mr Michael Howard
Chief Marketing Officer

Qualifications:
Bachelor of Business

With 25+ years of experience transforming businesses and delivering results in FMCG and luxury goods, Michael was key in Swisse Wellness's turnaround and sale to Biostime as their Global Director of Sales and Marketing.



Mr Denis Phelps
Chief Customer Officer

Qualifications:
Bachelor of Business

Denis has a strong leadership background spanning strategic sales, marketing, and general management across the diverse markets of Australia, Malaysia, Cambodia, Japan, and New Zealand. Driving the customer and category strategies at Noumi, he leads all sales across Australia, China, the Middle East, New Zealand, and Southeast Asia.



Mr Ash Peck
Acting Chief Information Officer

Qualifications:
Bachelor of Commerce

Ash brings global experience from large, blue-chip corporations. Over the past 20 years, he has held senior roles in General Management, Strategy, Business Services and Technology, and consulted many consumer goods companies in Australia, US and UK on acquisitions, demergers and operational improvements.



Our History

Established in 1984 as a small Australian company operating in private label and co-manufacturing.

1984

So Natural

1991

Launch of So Natural brand with Soy milk. In 1995, So Natural added plant-based ice cream, yoghurts and smoothies to its portfolio.

1995



Australia's Own launched its plant-based milk range in Health Food Stores.

1998 the brand entered the grocery channel and continually innovated in plant-based beverages.

2015



MILKLAB brand was created as a specialist barista milk brand offering a plant and dairy milk range. Milklab Almond quickly became the #1 brand in Australian cafés.

2016

Launched UHT Dairy range across Australia, China and South-East Asia. The company has become Australia's largest UHT Milk processor and exporter of quality Australian milk.



2017



Noumi entered the rapidly growing consumer protein market with the acquisition of Vital Strength and Crankt brands.



Our History



Noumi opened a specialised Dairy Nutritional ingredients facility that produces premium, high-value nutritious dairy protein ingredients including PUREnFERRIN® Lactoferrin.

2019

noumi.

We became Noumi with our vision of **Imagining a Healthier Tomorrow**. Today, Noumi is one of Australia's leading health and nutrition companies with our brands across 24 markets.



Australia's Own unifies its Dairy and Plant range under a consistent design and continues to innovate.

Milklab launches Oat and extends its plant-based range with a popular new flavour.



2022

2024

Milklab expanded into the Home Barista market with the launch into retail in 1L and 200ml format.



Business Units



Strategic innovation
Is central to the way we operate



Our Brands

Noumi has a broad portfolio of strong brands that meet differing consumer needs and occasions across multiple markets.



MILKLAB

Australia's
Own

VITAL
STRENGTH

PROTEIN & ENERGY
crankt

UPROTEIN
UNLEASH YOU EVERY DAY

noui.
nutritionals

Our Values

We are proudly powered by a team of dedicated, passionate and exceptionally talented people who contribute to our high-performing, high-integrity culture.



Integrity

We do the right thing and speak up for what is right



Respect

We care for and respect each other - safety and quality underpin our success



Accountability

We deliver what we promise



Creativity

We deliver value through ideas, market understanding and continuous learning



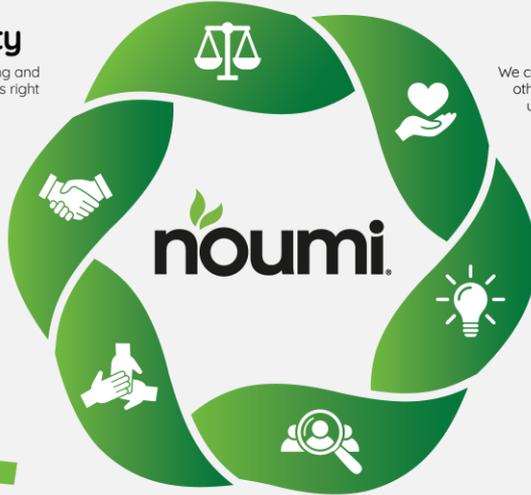
Collaboration

We work collectively to build a great culture and deliver great results



Excellence

We are passionate about delivering to high standards for our consumers and customers



The Healthier Tomorrow Plan

Imagining a Healthier Tomorrow is Noumi's strategic purpose and our guiding light as we seek to create a positive impact by promoting:



**HEALTHIER
LIFESTYLE**

For our consumers
& communities



**HEALTHIER
PLANET**

Through our farmers &
production processes



**HEALTHIER
WORKPLACE**

For our people
& stakeholders

Our Manufacturing Sites



Dairy & Nutritionals Shepparton, VIC

- Noumi Nutritionals is a leading Australian manufacturer of quality shelf-stable dairy products and premium protein ingredients like PUREnWPI™ and PUREnFERRIN®.
- We source milk from 'grass & grain' fed cows from dairy farms across the Goulburn Valley to deliver the best dairy products from the most well-nourished cows to Australian and international consumers



Located in Shepparton (VIC), Noumi Limited is one of the region's largest employers providing jobs to 250 local workers at its plant.

Plant-based beverages Ingleburn, NSW

- Our state-of-the-art facility in Ingleburn, New South Wales, specialises in the development and manufacturing of long-life plant-based beverages.
- We are experts in developing and producing a wide range of plant-based beverages that include but are not limited to Almond, Oat, Macadamia, Soy, Coconut and other milk varieties. We also produce liquid stocks, flavoured beverages, cream and nutritional sports food products.





Sustainability in our Operations

Invested in renewable energy source

Reduced carbon emissions through the solar system, which is equivalent to 1,700 trees being planted.

Chemical reduction

Reduced carbon footprint and environmental impact by installing a recovery process for UHT Chemicals.

Reduction in liquid waste from site

Commissioned a screw press to turn liquid waste into animal grade food and environmentally friendly composting component.

Waste and sustainable water use

Waste reduction is a key pillar of Noumi's Operational Excellence (OpEx) program, eg.:

- waste diversion from landfill was 86% in FY25
- about 300,000L of water per annum saved through our water-recycling system

Shepparton site

UHT Production Line and Processing

The site can process approx. 250-300 million L of milk per annum, including milk that exclusively contains the A2 β -casein protein.



200ml -
Paper
straw



250ml -
Paper
straw



1L -
Twist
cap



Shepparton site Nutritionals



Our Ingleburn Site



Our state-of-the-art facility opened in 2018 and specialises in the development and manufacturing of UHT plant-based beverages

Our site has capability to produce the following product types that include, but are not limited to:

- Almond
- Oat
- Macadamia
- Soy
- Coconut
- Liquid stocks
- Flavoured beverages
- Cream



200ml
Paper
straw



250ml
Twist
cap



1L
Twist
cap





Our farms

Noumi sources its milk from the heartland of Australia's dairy region, including:

- **Goulburn Valley**
- **Murray Valley**

These valleys are naturally suited to producing fodder for dairy cows due to the temperate climate, fertile soils and abundant access to water through rainfall and efficient irrigation systems.

The company has carefully selected dairy farms from this region to supply milk to our Shepparton factory.

**THANK
YOU**

