



International Ltd

Citrofresh International Ltd
8 Rodney Road, North Geelong,
Victoria 3215.
AUSTRALIA.
PH: 61 3 5272 3013
FAX: 61 3 5272 3144
Email: info@citrofresh.com
Website: www.citrofresh.com

Citrofresh® - The only natural choice.

20 March 2006
The Manager
Company Announcements Office
Australian Stock Exchange Ltd
4th Floor, 20 Bridge Street,
Sydney NSW 2000

CITROFRESH INTERNATIONAL LIMITED (ASX Code CTF)

INVESTOR PRESENTATION

Please find enclosed a presentation given to investors today.

Yours faithfully

Jeffrey Hanlon
Company Secretary

Citrofresh®

The Only Natural Choice

Citrofresh International Ltd

**INVESTOR
PRESENTATION
20 March 2006**

MR. RAVI NARAIN
Managing Director and CEO

Citrofresh[®]

What?

PLATFORM OF MICRO-BIOCIDE
TECHNOLOGIES

Why?

Viruses

Bacteria

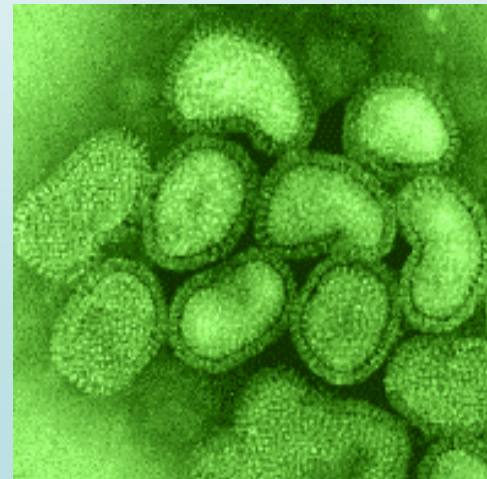
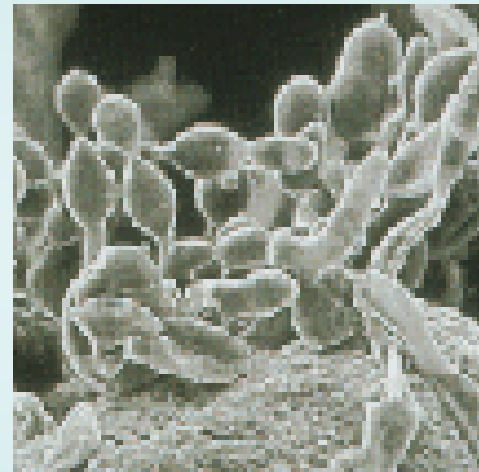
Fungi

How?

PREVENTION

&

CONTROL



Citrofresh is committed to developing products that are . . .

- Organic and/or natural ✓
- Highly effective ✓
- Non-toxic ✓
- Biodegradable ✓
- Environmentally friendly ✓
- Non-corrosive ✓
- Non-carcinogenic ✓
- Serving a global need ✓

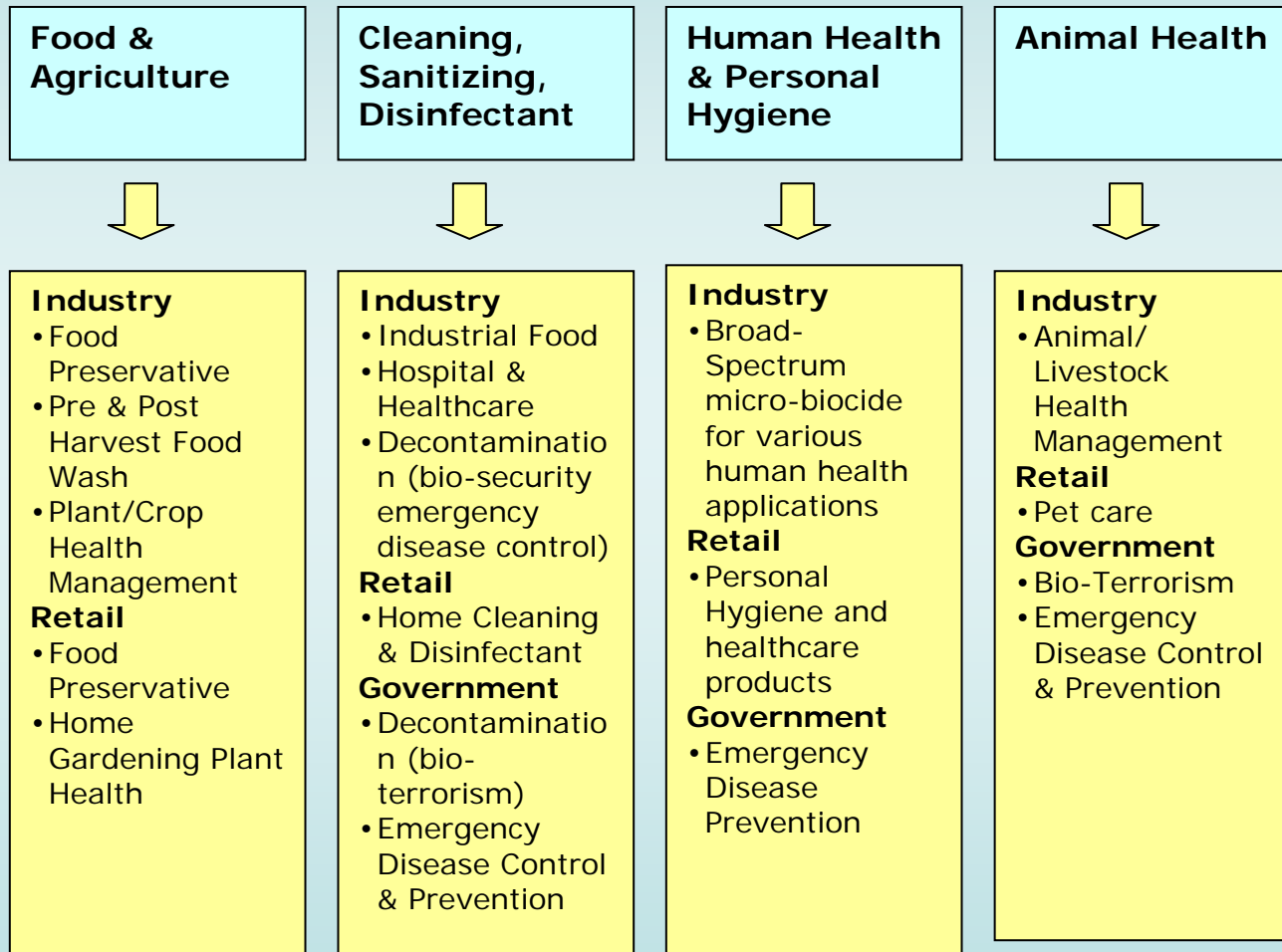
Global Opportunity

- Citrofresh[®] is one of the first micro-biocide platforms globally that is organic, natural, non-toxic and highly effective
- Regulatory changes world-wide are seeing restrictions placed on the use of dangerous chemical biocide & pharmaceutical products (e.g. *European Union REACH*)
- The market for natural and organic biocide technologies that are effective, but which are low in toxicity, is expected to grow significantly from an emerging base
- “Global biocide consumption is estimated at US\$3.3 billion at active manufacture level and US\$5.1 billion at the formulated level”. The value added sector is significantly larger. *Source: Global Biocides Report, BIS*
- “World biocide demand to near US\$7 billion by 2009”

Source: World Biocides to 2009, Freedonia Group Inc

Global Markets

Citrofresh is targeting 4 global markets



Distribution Partnerships

Business Strategy

- Restructure and strengthen Board of Directors (complete)
- Integration of CTF with Citrofresh manufacturing and intellectual property (under negotiation)
- Establish a Coherent Brand Architecture
- Deploy a three tiered distribution model with a focused partnering strategy within Australia and Internationally: 1) Direct, 2) Distribution, 3) Development Partners
- Secure a strong cash position
- Establish scientific advisory board and obtain regulatory approvals for new markets

Achievements To Date

- Significant research and development completed on Citrofresh® products over previous 10 years
- NASAA & ECOCERT Organic accreditation for Australia & EU member states
- Secured Key Regulatory Approvals – Hospital Grade Disinfectant (Australia), Food & Agriculture (South Africa), Healthcare and Agriculture (Philippines)
- South African Distribution agreement – Should generate \$4.5m of revenue over the next three years
- Established office in Shanghai, China, with local agents appointed
- Discussions with a number of potential new distributors for Australia and International markets
- On-going independent verification of efficacy of Citrofresh against viruses, bacteria and fungi
- Published in the official publication of the European Society of Clinical Microbiology and Infectious Diseases

Objectives in the next 12 months

- Continue to roll-out the international distribution network with focus on global players
- Secure the following regulatory approvals
 - APVMA approval in Australia (Agriculture)
 - Further TGA approvals in Australia (Healthcare)
 - SESMA & Sernapesca approval in Chile (Agriculture)
 - Approval in China (Healthcare and Food/Agriculture)
 - FDA approval in Thailand (Food/Health)
- Scientific Advisory Board
- Market entry China/Asia targeting Avian Flu bio-security measures
- Develop and release complementary therapeutic products in Australia
- Improve operating cash flow

Valuation

■ Shares on issue	39.98m
■ Options	35.22m
■ Market Capitalisation (A\$M)	\$10m
■ No. Shareholders	1300

Sector Valuations

	<i>Market Capitalisation (A\$M)</i>
■ Citrofresh International Ltd (ASX:CTF)	\$10m
■ Stirling Products Ltd (ASX:STI)	\$13m
■ Aeris Technologies Ltd (ASX:AEI)	\$60m
■ Starpharma Holdings Ltd (ASX:SPL)	\$70m
■ Chemeq Ltd (ASX:CMQ)	\$47m / \$94m (including Convertible Bonds)
■ Acrux Ltd (ASX:ACR)	\$97m

Citrofresh[®]

Thank you