



# McPherson's Limited

ACN 004 068 419

105 Vanessa Street  
Kingsgrove 2208  
Australia

Telephone: +61 2 9370 8000  
Facsimile: +61 2 9370 8090

## ASX/media release

(ASX: MCP)

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## McPherson's Announces Completion of Equity Raising

- **Successful completion of a \$24 million placement announced on 7 March 2013**
- **Strong support from both current institutional shareholders and new investors**

McPherson's Limited ("McPherson's") today announced that it has successfully completed a \$24 million Placement to institutional and sophisticated investors ("Placement") at a fixed price of \$2.20 ("Placement Price") per new fully paid ordinary share in McPherson's ("New Share").

Commenting on the Placement, Managing Director, Paul Maguire said, "We are delighted by the level of demand from both existing institutional shareholders and new investors wishing to participate in the Placement. The successful outcome demonstrates investors' support for McPherson's strategy of channel diversification through its acquisition of Home Appliances Pty Ltd."

CBA Equities Limited acted as Sole Lead Manager, Bookrunner and Underwriter to the Placement.

### **Share Purchase Plan**

As previously announced, a non-underwritten Share Purchase Plan ("SPP") will be offered to eligible shareholders. Investors on McPherson's share register as at 7.00pm (Sydney time) on 6 March 2013 and whose registered address is in Australia or New Zealand will be entitled to subscribe for up to \$15,000 worth of new fully ordinary shares in McPherson's. Further details of the SPP, including instructions on how to apply, and timetable will be announced on the ASX and distributed to eligible shareholders in due course.

### **About McPherson's**

McPherson's, established in 1860, is a leading marketer of housewares, personal care, and household consumable products in Australia and New Zealand, with operations in Asia. Existing product ranges include kitchen utensils such as cutlery, knives, tools & gadgets, bakeware and cookware; kitchen essentials such as plastic bags, baking paper, cling wrap and aluminium foil; beauty care; hair care; and skin care. The company owns and markets a portfolio of market-leading brands, including Wiltshire, Stanley Rogers, Manicare, Lady Jayne, Swisspers, Moosehead, Footcare and Multix.

### **For further information please contact:**

Paul Maguire, Managing Director, telephone (02) 9370 8042.