



McPherson's Limited

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## **ASX and Media Release**

16 January 2012

### **Acquisition to strengthen McPherson's position in personal care market**

**McPherson's Limited (ASX:MCP) today announced that it has entered into a conditional agreement to purchase the brands and inventory of Cosmex International Pty Limited for \$5.9 million, which will enhance McPherson's position in the personal care market.**

Cosmex is a leading marketer and distributor of hair care and beauty products with annual sales of approximately \$16 million. It owns the flagship brands Moosehead and Davinci and has Australian distribution rights for leading international brands such as Eylure and Montagne Jeunesse.

Cosmex markets and distributes products to supermarkets, discount department stores and pharmacies. Its customer base, supply chain and new product development process are closely aligned to McPherson's, providing significant acquisition synergies. The incremental EBIT generated from the acquisition is expected to be in the range of \$2.5 million to \$3.0 million for the year ended 30 June 2013.

The acquisition of Cosmex follows McPherson's announcement of the proposed demerger of its printing business, which will be voted on by shareholders today, 16 January 2012.

Mr Paul Maguire, Managing Director of McPherson's, said: "The acquisition of Cosmex will strengthen our personal care product range, which will additionally benefit from McPherson's total focus on consumer products if the proposed demerger of MPG Printing is approved by shareholders."

#### **About McPherson's Consumer Products**

McPherson's, established in 1860, is a leading marketer of non-electrical housewares, personal care and household consumable products in Australasia, with operations in Australia, New Zealand and Asia. Product ranges include cutlery, kitchen knives, kitchen utensils, bakeware, cookware, glassware, beauty care, hair care, impulse merchandising products, and 'kitchen essentials' such as bags, baking paper, food wraps and aluminium foil.

McPherson's markets numerous brands; however its principal brands are Wiltshire, Stanley Rogers, Manicare, Lady Jayne, Multix and Swisspers, many of which are market leaders in the categories in which they compete.

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

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