

2018 ANNUAL GENERAL MEETING





AGENDA FOR TODAY

Welcome from Graham Cubbin and Chairman's Address

Laurence McAllister, Chief Executive Officer's Address

Presentation from Marketing Director - Donna Chan

Presentation from Strategy, Planning & Innovation Director - David Fielding

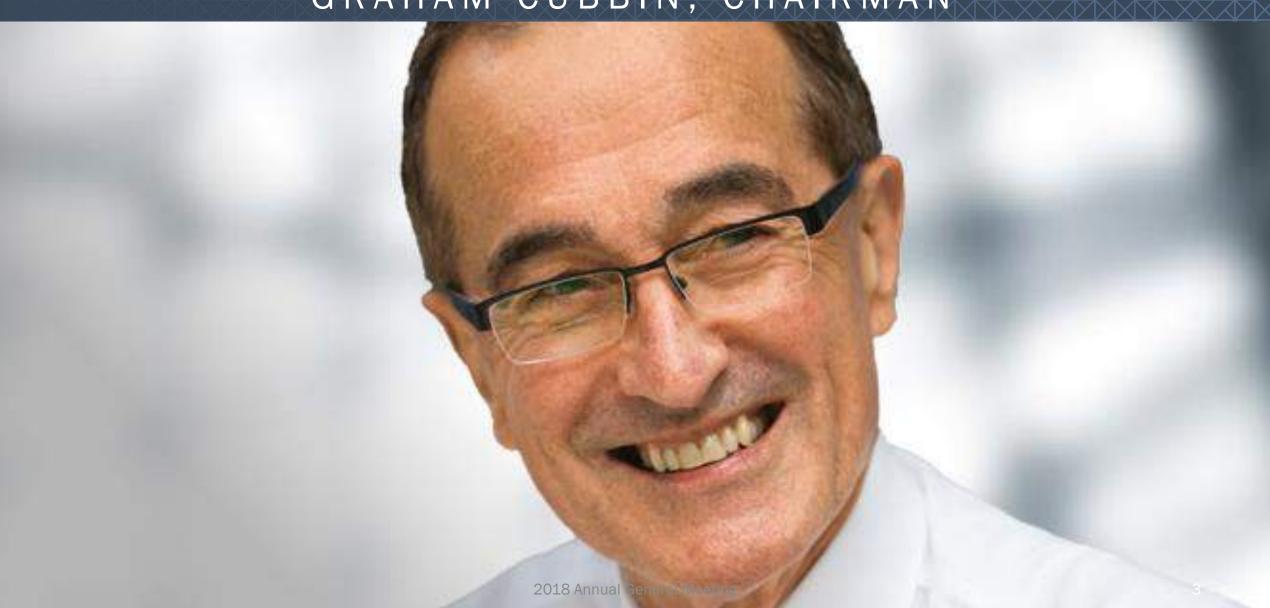
Formal business of the meeting including shareholder questions, (all resolutions to be by poll)

Meeting closes. Tea and coffee

Poll results announced to ASX.



GRAHAM CUBBIN, CHAIRMAN







HEALTH, WELLNESS AND BEAUTY MARKET DRIVERS

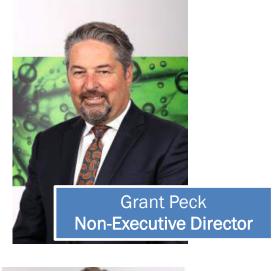




A WINNING TEAM - DIRECTORS













Laurence McAllister

Managing Director



A WINNING TEAM - SENIOR LEADERSHIP TEAM



Laurence McAllister
Managing Director



Paul Witheridge
Chief Financial
Officer



David Fielding
Strategy, Planning &
Innovation Director



Donna Chan

Marketing Director













LAURIE MCALLISTER, MANAGING DIRECTOR





PRIORITIES & RESULTS IN FY18 BUSINESS HIGHLIGHTS

At the beginning of the year we set out the following business priorities:

- Accelerate core 6 brand performance
- Live the virtuous cycle of the export business model
- Execute supply chain EBIT optimisation initiatives to re-invest in core six owned brands
- Divest Home Appliances and reset our focus on a Health, Wellness and Beauty
- Redesign the top six customer trading terms via joint customer business plans
- Return our New Zealand operation to EBIT growth

At the FY18 Results we reported:

- +6% increase in sales from core six brands, with Multix now back to growth of +11% in the 2nd Half vs. FY17
- +41% increase in sales from skincare brands, driven by & Export channel and domestic Pharmacy
- +17% increase in underlying PBT from continuing operations
- Divestment of Home Appliances for 7 x EBITDA
- New & revamped functions driving further growth agendas
 R&D, New Business Ventures & International
- 73% reduction in net debt \$9.8 million



TRADING ENVIRONMENT

MACRO INDICES

CONSUMER SENTIMENT

104.7

Not Particularly Strong

Source: Westpac MI Consumer Sentiment Index Nov '18

CPI

+1.9%

Year Through to Sep '18

Source: ABS, 31st Oct '18

HOUSEHOLD DEBT

200%

HH Debt To Income 2X ...last 20 Years

Source: ABS, Jan, '18

TRADING INDICES

Pharmacy

Front of Store

+3.9%

Q

Source: IRI / Aztec , MAT Oct '18

GROCERY

Ex. Tobacco & Formula

+2.1%



Source: IRI / Aztec , MAT Oct '18

COMMODITY PRESSURE

AUD/USD Weakness





MACRO TRENDS TO LEVERAGE









CHINA EXPORT

China middle-class population projected to exceed 600M by 2022

DEMAND FOR NATURAL

Global Organic Personal Care Market projected to reach \$25B by 2025 SUSTAINABLE SOLUTIONS

Renew | Reuse | Recycle Remove PROACTIVE CARE

Global Face Mask Market expected to reach \$8.8B in 2021

China represents 48% of market

Australia Face Mask Market +50% CAGR (2016-2018)





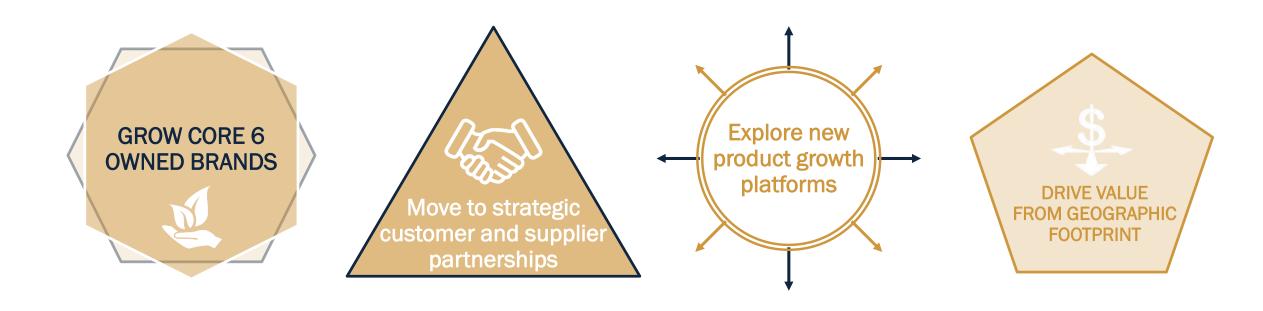




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3 YEAR STRATEGY



STRATEGIC ENABLERS

End to end capability and capacity - supply chain, route to market and IT

Strong agency partners compliment portfolio, scale and capability



CORE OWNED BRANDS



Greener Brown Baking



#1 position in beauty tools















NO. 1 AUSTRALIAN COSMECEUTICAL BRAND











BUILDING BRAND EQUITY

ACCELERATING BRAND GROWTH

2X Brand Investment

CORE REJUVENATION

REVERSADERM

Sales 8X vs prior relaunch

Award Winning

INNOVATION

COLLAGEN MASKS

1 x Mask sold every 60 seconds

CHINA EXPORT DEMAND

LINE SMOOTHING COMPLEX

12,000
Triple Action Day Defence sold in 3.5 minutes





INNOVATING IN LARGE GROWTH SEGMENTS

2016 CAGR To 2021

Global Face Mask Market \$5.7B +9.1%

China Face Mask Market \$2.7B +11.7%











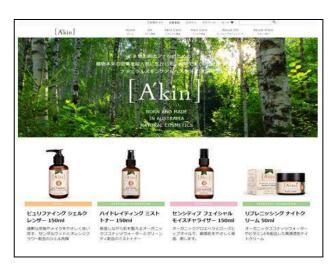
FAST GROWING NATURAL SKINCARE AND HAIRCARE

2018 Annual General Meeting









INNOVATION & DISTRIBUTION EXPANSION

DOMESTIC GROWTH

Skincare: +40% MAT growth

Haircare: +15% MAT growth

INTERNATIONAL EXPANSION INTO NEW MARKETS

INTERNATIONAL GROWTH

Export: +117% CAGR ex. factory growth (2016 – 2018)

9 International Markets







LEADERS IN HAIR & BEAUTY ACCESSORIES





LADY JAYNE CORE INNOVATION

Extending Market Leadership to 29.4%

Detangling Innovation & ATL support

GLAM BY MANICARE INNOVATION GLAMOUR

15 incremental products

Brand Ambassador Star Power with 2M followers





LEADING INNOVATION IN PHARMACY

i am senic

- · Gentle sonic wave vibration cleansing
- Clinically proven to remove 5x more impurities^



CLINICALLY PROVEN 5X more effective than hands alone^



SMART TECHNOLOGY

MANICARE SONIC MINI

#1 Contributor to Category
Value growth

#13 Top Seller (out of 1130 products)

#1 Product within the Cleansing Segment







LEADING SUSTAINABLE INNOVATIONS













RETURN TO GROWTH & DRIVING CATEGORY GROWTH

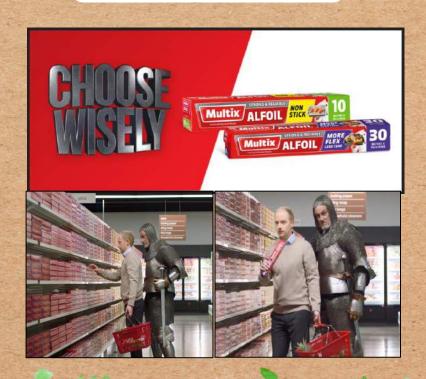
FIRST TO MARKET NEW PRODUCTS







BRAND INVESTMENT



INCREMENTAL RANGING

- 15 incremental products ranged
- Share gains Feb Sep 2018
 30.8% to 33.6%
- Multix growing:
 - +166% for Greener
 - +47% in Kitchen Tidy
 - +9% in Baking Paper
 - +8% in Foil





INVESTING IN BRAND EQUITY & GROWTH







DIGITAL CONTENT AMPLIFICATION











- 2M digital advertising impressions for Glam
- Over 750k consumers reached each month on social platforms
- A MCP video is viewed 6500 times every day
- Influencer campaigns reaching over 500,000 consumers
- 850 SKU product library



STRATEGIC CUSTOMER/SUPPLIER PARTNERSHIPS

STRATEGIC CUSTOMER PARTNERSHIPS

- Top to top meetings
- Joint Business Planning
- New Trading Terms to increase customer participation
- Strategic investment plans







INNOVATION PARTNERS







WINNING WITH OUR CUSTOMERS

#1 AUSTRALIAN BEAUTY SUPPLIER IN PHARMACY













DRIVING CUSTOMERS IN-STORE & ONLINE



















WINNING IN-STORE

- Incremental ranging and channel expansion in over 1,000 doors across both Grocery and Pharmacy
 - 45,000 incremental distribution points
 - Chemist Warehouse: 55 new SKU's, 22.6k incremental distribution points Vs YA
 - 11 Extra Displays in 282 Stores
 - What's On In The Warehouse, approximately 12, 3X Vs YA



















+45% INVESTMENT IN REAL ESTATE, ROI IN 12 MONTHS





CATEGORY LEADERSHIP MERCHANDISING

- Implemented in 120 high performance Chemist
 Warehouse stores in 2018
- High impact within front of store high traffic areas
- Ease of shopper shelf navigation
- Fuelling the path to purchase with interactive screens
- In store from October 2018



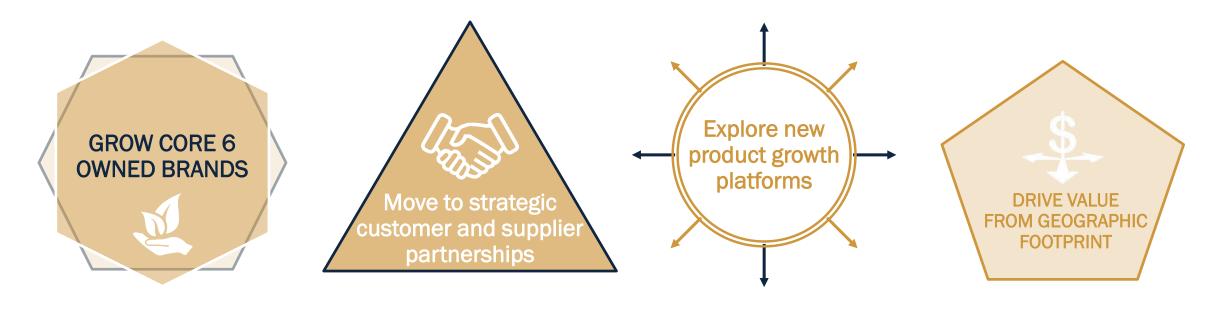
CHEMIST WAREHOUSE UPDATE







3 YEAR STRATEGY



STRATEGIC ENABLERS

End to end capability and capacity - supply chain, route to market and IT

Strong agency partners compliment portfolio, scale and capability



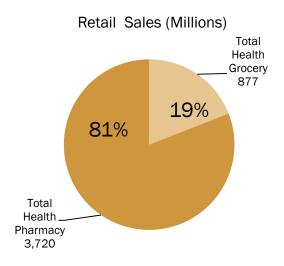


HEALTH, WELNESS & BEAUTY: A \$13 BILLION MARKET



(\$4.6 Billion, 0.2% vs YA)

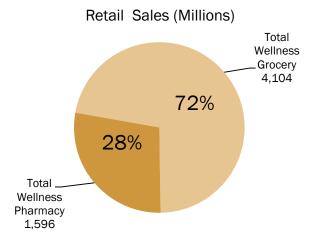
The intent of enhancing and restoring health via symptomatic treatment





(\$5.7 Billion, +3.8% vs YA)

Maintain the state of good health by proactively seeking to prevent the onset or worsening of conditions

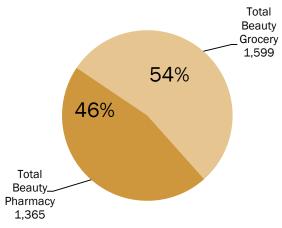




(\$3.0 Billion +1.3% vs YA)

The subjective enhancement of physical perception for ones own satisfaction







5 WELLNESS TRENDS RELEVANT TO MCP



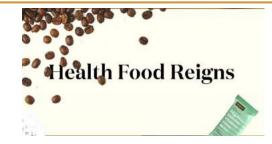
- Boutique to Mass
- Ingredient transparency = "new normal"
- Holy Grail Exceptional results from Natural ingredients



- Focus = Gut microbiome
- Exciting discoveries.
 Bacteria & fungi play a critical role



- Targets: skin care, antiaging, repairing the gut, wound healing, & boosting immune system
- Marine Collagen: Natural source of collagen



 Estimated \$1 trillion of buying power



Seeking brands to achieve wellness goals



- Mitochondria are "power plants" in the cells
- Poor functioning = expect less from the body and brain





















Source: Mind, Body Green - Online Publication Dec 2017 2018 Annual General Meeting 31



HEALTH & BEAUTY CATEGORIES ARE WINNING

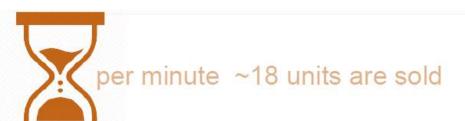


Source: IRI Future of Pharmacy Presentation August 2018 Qtr Growth (MAT= Moving Annual Total; Qtr= Quarter; YA= Year



SKINCARE EXPORT TO CHINA....ACCELERATING





9.4 million units sold in 1 year +15% increase vs YA



MCP: SOLID ASSESSMENT PROCESS & EVALUATION CRITERIA

INITIAL EVALUATION	PROJECT MODELLING	DRAFT VALUATION	GUIDING PRINCIPLES	DETAILED RESEARCH	FORMAL OFFER
Assess Key Elements - Positioning - Unique Selling Proposition (USP) Potential Benefits - Synergies - Incremental growth Risk Brand Landscape - Market size - Category profile - Competitor analysis - Product analysis Initial Criteria Assessment	High Level Principles Document Sales Projections Cost analysis Detailed Benefits analysis Voice of Customer Revised Project Score Opportunity Assessment Profile	Method Determination Revenue Modelling analysis Valuation Preparation Internal Valuation review	Initial Proposal of draft principles prepared Submit proposal to venture partner Proposal reviewed Proposal amended Revised Proposal submitted	Consumer Research Patents and Trademarks reviewed Sales Validation Expenses Validation Full Due Diligence Document review	Agreement prepared Contributions defined Finalisation of valuation Submission of final offer Settlement



ENTERING FAST GROWING H,W & B ... VIA DE-RISKED OPPORTUNITIES

Day 1: Majority Owned



Trusted Partner



Unique



Win Domestically



New Venture Co.



Pre-Agreed Buyout





New Zealand Deer Milk



WHY WE FOUND IT AN ATTRACTIVE VENTURE

- 1. A World First delivering first mover advantage
- 2. Unique proposition, hard to replicate & strong barriers to entry
- 3. China attraction
- 4. Discovery & Provenance story authentic
- 5. Trusted partners







WHAT MAKES KOTIA SO UNIQUE?

Pioneering a new frontier between natural actives and scientifically proven cosmetics the Kotia range is the **world's first** cosmetic range formulated with NZ deer milk to:

- Improve skin health
- Provide nourishing hydration
- Protect against environmental pollutants
- Deliver unique formulations for anti-ageing, skin rejuvenation & brightening





KOTIA DEER MILK ... A NATURAL WINNER

Deer Milk Compared to Other Milks							Ratios Deer Milk to Other Milks		
Constituent	Measure	Deer	Cow	Goat	Sheep	Cow	Goat	Sheep	
Protein	g/100g	9.10	3.20	3.40	5.70	2.84	2.68	1.60	
Minerals									
Calcium	mg	304.00	122.00	134.00	193.00	2.49	2.27	1.58	
Zinc	mg	1.25	0.53	0.56	0.57	2.36	2.23	2.19	
Phosphorous	mg	223.00	119.00	121.00	158.00	1.87	1.84	1.41	
Potassium	mg	172.00	152.00	181.00	136.00	1.13	0.95	1.26	
Selenium	ug	7.00	0.96	1.33	1.00	7.29	5.26	7.00	
Vitamins						_			
Vitamin A Retinol	ug	163.20	60.00	40.00	80.00	2.72	4.08	2.04	
Vitamin B9 Folic Acid	ug	13.00	5.30	1.00	5.00	2.45	13.00	2.60	
Vitamin D3	ug	1.28	0.08	0.60	0.18	15.94	2.13	7.08	
Vitamin E	mg	0.17	0.11	0.04	0.11	1.55	4.25	1.55	



DERMATOLOGICALLY TESTED & ENDORSED



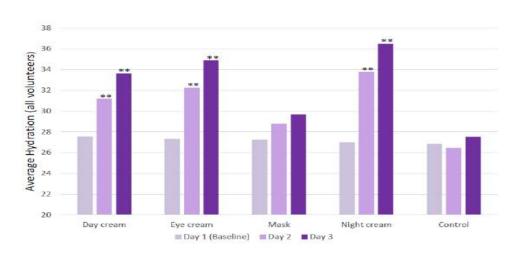


Patch tested/
Dermatologically
tested









Claim: "The creams provide rapid and intensive hydration to the skin" Dr Sonya Scott



THE WORLD'S FIRST DEER MILK SKINCARE RANGE

Premium products Premium performance





Cream SPF 15



Cream







- The World's first to market Deer Milk Skincare range
- Premium quality, targeting prestige segment
- Harnessing the power of natural deer milk with high efficacy science
- Dermatologically tested and certified range

Clinically proven performance







NEW BUSINESS / M&A



Organically Build New Brand(s)

Capability to enter new fast growing categories – Internally led

Small Bolt - On Acquisitions

- Unique IP, smaller uncomplicated deals
- Add value through our relationships, infrastructure, sales, marketing and execution capability

Joint Ventures

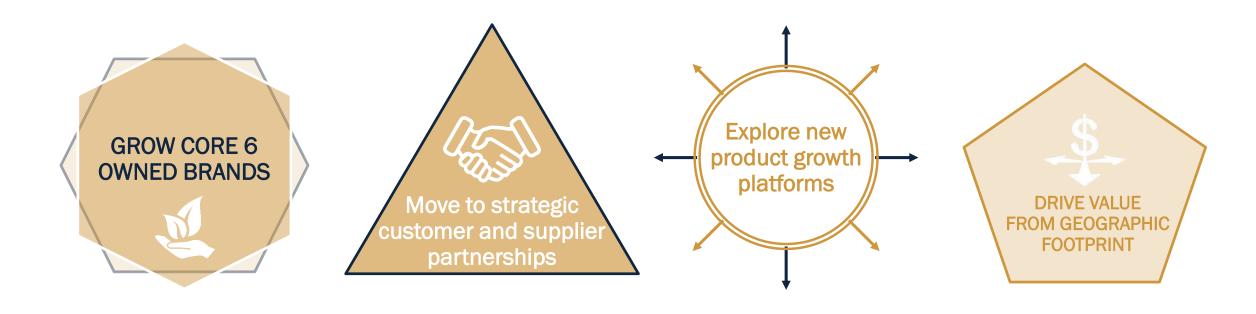
- Venture with new partners: Leverage unique IP & MCP unrivalled reach & execution capability
- Recognising the value that MCP brings to partners

Game Changing M&A Deal

- Well positioned to pursue a Game Changing Acquisition
- Health, Wellness & Beauty Focused
- Looking for strong synergies with existing business and opportunity to expand geographic distribution (e.g. China)



3 YEAR STRATEGY



STRATEGIC ENABLERS

End to end capability and capacity - supply chain, route to market and IT

Strong agency partners compliment portfolio, scale and capability

McPHERSON'S EXPORT BROADER THAN CHINA

	China	Nth Asia	Sth Asia	UK	Middle East
% Chg vs YA FY18	3X	100% Incremental	100% Incremental	25%	Flat
Strategy	Establish cross border e-comm. trading model & build strong partnerships with leading distributors in Australia & China	Capture new Export Mkts	Utilise Singapore hub to capture new Export Mkts	High Penetration established Mkt Awareness & trial via QVC channel; 15.4mm homes	High Penetration established Market
Brand Focus	 Dr LeWinn's 135k agents A'kin trading on 6 platforms, endorsement via 120 KOLs Karen Murrell Daigous & key strategic platforms 	 Dr LeWinn's (KR) (JP/HK) A'kin (JP/KR/TW) Swisspers (TW) Multix (CH, HK) 	 A'kin (MY) (ID/PH/TH/VT/IND) Multix (MY/ID) (PH/TH/IND) Swisspers (MY/TH) (PH/TH/IND/SL/VT) Manicare (MY) (PH/SL/VT) Lady Jayne (MY) (PH/SL/VT) 	 A'kin 1700 + doors Moosehead 700 + doors 	A'kinMooseheadManicare
Platform	 FY18 Activated WeChat / Weishang (agents) Tmall, Taobao, JD, VIP, Suning, Kaola Flagship & POP Stores 	Classic Dist. Model5X sales FY19	 Classic Distribution Model +55% in own brands in 2nd half MY 20X FY18 	 2 X National Grocery National Pharmacy Beauty retail Airlines / Home Shop 	Classic Distribution Model



CONTINUED GROWTH OF DAIGOU DEMAND



Estimated that between 2009 and 2030, China will have 850 million more people in it's middle class.

China's current population is 1.4 Billion

850M More Chinese Middle Class = Size of Prize \$10 Trillion



McPHERSON'S BUSINESS MODELS IN CHINA

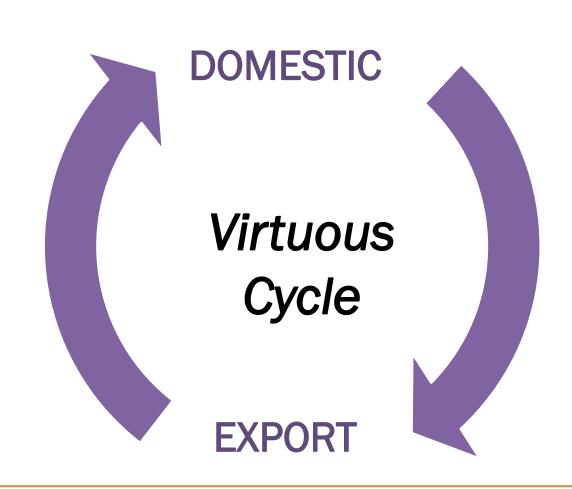
MCP Approach

Trusted partnerships

Agreed business model

Continuity of supply

Appropriate pricing corridors



Outcomes

Speed to market

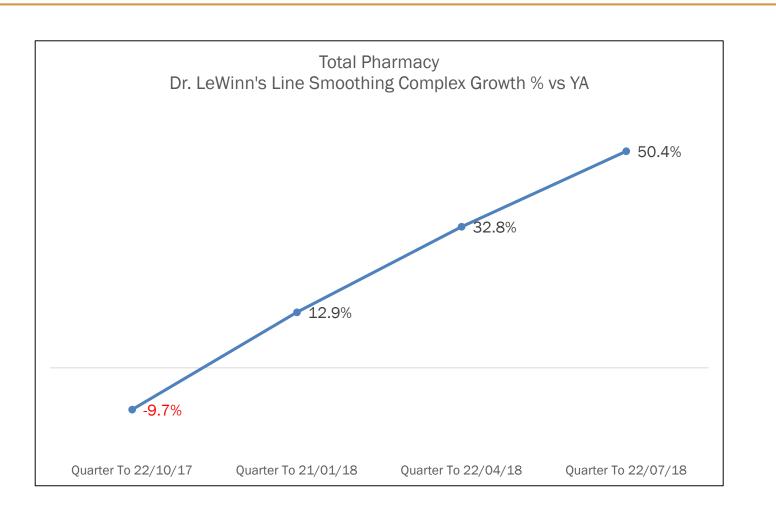
Flexibility to react to change

Rigorous processes

Adaptability in business model



CHINA SALES FUEL THE DOMESTIC / EXPORT VIRTUOUS CYCLE



DR.Lewinn's®



CHINA EXPORT DEMAND

McPHERSON'S CHINA BUSINESS MODELS

Fewer partners leading to bigger results!











- Key Brands: A'kin & Karen Murrell
- Business Focus: CBEC Platforms (Tmall, Saint Cos, JD.com), Gift Shop & Daigou Network
- Key Brands: A'kin
- Business Focus: CBEC Platforms (Tmall Flagship Store, Kaola) & B2B network

- Key Brands: Dr Lewinn's
- Business Focus:

 Distributor
 management
 platform & B2B
 network

- Key Brands: Revitanail, Trilogy
- Business Focus: CBEC Tmall Flagship Store
- #1 International Flagship Store Tmall Global

- Key Brands: A'kin & Karen Murrell
- Business Focus: CBEC Platforms (Little Red Book), Gift Shop & Daigou Network

[A'kin]
NATURAL AUSTRALIAN EXINCARE

Karen.murrell



DRLEWINN'S*







CURRENT TRADING AND OUTLOOK

HEADWINDS

FX & Commodity Pressures on Margins

- AUD / USD Depreciation
- Relatively higher Resin and Metal costs

Soft Retail Environment

- Pharmacy
- Grocery

Cycling Fragrances Losses

• H1 -\$12m + H2 -\$2m = FY -\$14m

PROGRESSIING THE PLAN

Growth in Domestic Owned Brands

- Accelerating Share Growth
- Strategic Partnerships & Joint Business Planning across Key Account Pharmacy and Grocery
- Underpinned by R&D Innovation to continue momentum

China Export & Geographic Expansion

- New Zealand & Singapore, Business Units to (+) growth
- Malaysia, North Asia as well as UK

M & A / Ventures and Partnerships

- Project Landscape = Defining rich space identification
- New Joint Venture Model live = Kotia launch

Capability: Great People, investment in tomorrow's business & skills sets today with excess capacity for growth!

A Healthy Balance Sheet





RE-ELECTION OF A DIRECTOR - JANE MCKELLAR





ELECTION OF A DIRECTOR - GRANT PECK





ELECTION OF A DIRECTOR - GEOFFREY PEARCE





ELECTION OF A DIRECTOR - ALISON MEW



