



McPherson's Limited

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ASX and Media Release

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Completion of Cosmex Acquisition

Further to the Company's release on 16 January, McPherson's Limited (ASX:MCP) today announced that all conditions in relation to the purchase of the brands and inventory of Cosmex International Pty Limited have been satisfied, and that it has completed the acquisition for a consideration of \$5.8 million.

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.

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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