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Childs Farm Capital Markets Event

Childs Farm set to triple revenue over the next five years, leveraging PZ Cussons' brand building capabilities

PZ Cussons plc ("PZ Cussons") is hosting a Capital Markets Event later today for investors and analysts on the progress made at Childs Farm, the market-leading baby and child personal care business, which it acquired in March 2022.

The presentation will include details on the progress of the business under PZ Cussons' ownership and the growth opportunities ahead. PZ Cussons believes that through continued expansion in the UK, leveraging the Group's brand-building and commercial expertise, and with international expansion, it can triple revenue in the business over the next five years.

The event will be hosted by Sarah Pollard, PZ Cussons' Chief Financial Officer, with contributions from Andrew Geoghegan, Group Chief Marketing Transformation Officer, Paul Yocum, Group Managing Director of Business Development, Katie Barker, Childs Farm's Global Head of Sales and Marketing and Joanna Jensen, the founder of Childs Farm.

Since Childs Farm was acquired by PZ Cussons in March 2022, the business has continued to perform well, reporting 12% revenue growth in FY23, driven by strong consumer demand for its products, designed for babies and children with sensitive skin. Growth so far has come primarily in its home market of the UK with the launch of new products, including 'SlumberTime' - an innovative three-part range which has been created using sleep enhancing technology to aid the sleep of babies as well as their parents - through a step up in customer distribution, and through social and digital activation. The business became a certified B Corporation in July 2022, the first children's personal care brand in the UK to achieve this.

Sarah Pollard, PZ Cussons Chief Financial Officer, said:

"We are really proud of the continued development of Childs Farm under our ownership and excited about the growth we see ahead for this unique business. As we look ahead, we see opportunities to accelerate Childs Farm's progress and strengthen its leadership position, to enter new international markets and to continue to launch innovative new product ranges.

"As a brand, Childs Farm is highly complementary to our strategic focus on the Baby category, an attractive and growing market, and worth £3.5bn in retail sales across our priority markets alone. Our success today in growing Childs Farm reflects our winning formula for brand building, a key part of our wider strategy as we continue to transform the business."

Following the trading update on 27 June 2023, no material new financial information will be disclosed.

Analysts and institutional investors wishing to attend the event should register with PZCussons@headlandconsultancy.com. The presentation will be in-person only, although a replay will be available for viewing on the PZ Cussons' corporate website.



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Notes to Editors

About PZ Cussons

PZ Cussons is a FTSE250 listed consumer goods business, headquartered in Manchester, UK. We employ nearly 3,000 people across our operations in Europe, North America, Asia-Pacific and Africa. Since our founding in 1884, we have been creating products to delight, care for and nourish consumers. Across our core categories of Hygiene, Baby and Beauty, our trusted and well-loved brands include Carex, Childs Farm, Cussons Baby, Imperial Leather, Morning Fresh, Original Source, Premier, Sanctuary Spa and St. Tropez. Sustainability and the wellbeing of our employees and communities everywhere are at the heart of our business model and strategy, and captured by our purpose: For everyone, for life, for good.

About Childs Farm

Childs Farm is the UK's favourite baby & child toiletries brand based in Basingstoke, Hampshire and is part of the PZ Cussons family. Founded by mum of two, Joanna Jensen, as a solution to her own daughters' sensitive and eczema prone skin, the brand launched in the UK nationwide in 2014, bringing natural, sustainable, sensitive skin and haircare to babies & children. Using efficacious ingredients, fruity fragrance, and fun and eccentric labels based on the founders eponymous Farm, Childs Farm, and featuring Joanna's children, friends and their animals, the range has brought fun into bathtime for millions. Childs Farm is five times winner of the Mother & Baby best range for baby & child award, as well as numerous other consumer and industry awards for delivering natural, sustainable skincare products to allow everyone – regardless of skin type – to be happy in their skin.