PZ Cussons

AUSTRALIA AND NEW ZEALAND (‘ANZ’)

ANZ is one of PZ Cussons’ four Priority Markets, operating in each of our core categories of Hygiene, Baby and Beauty, and has delivered strong revenue growth in recent years. Brands include Morning Fresh Dishwashing Liquid, Rafferty’s Garden Baby Food and Radiant Laundry Detergent which, together, contribute over 80% of the market’s revenue.

A PORTFOLIO OF LEADING BRANDS

ANZ represents ~15% of Group revenue

KEY BRANDS AT A GLANCE

#1 DISH WASHING LIQUID
~50% Market share
- Recently launched in to auto-dish
- Competition from global players and independents
- 70%+ sold on promotion
- Brand launched in 1980

#1 BABY FOOD
~30% Market share
- Wet food and snacks
- Competition from global players and independents
- Rafferty’s launched in 2007

LAUNDRY DETERGENT
~10% Market share
- Laundry liquid, powder and capsules
- Competition primarily from global players
- Brand known for colour preservation benefits
- ~90% of category sold on promotion
- Radiant launched in 1988

STRONG FINANCIAL PERFORMANCE

ANZ revenue, FY18-23

~6% CAGR
FY20-23

CATEGORY GROWTH RATES

(MAT)

+3% Dish Wash
+9% Laundry
+6% Baby Food

OPERATIONS AND SUPPLY CHAIN

~75% product imported from outside Australia

<table>
<thead>
<tr>
<th>In-house</th>
<th>3rd Party</th>
<th>3rd Party</th>
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<tbody>
<tr>
<td>Indonesia</td>
<td>Australia</td>
<td>China</td>
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ANZ PZ Cussons HQ office is located in Melbourne, Australia

GROCERY MARKET CONTEXT

2 retailers account for ~70% of the of the Australian market

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<tr>
<th>Woolworths</th>
<th>Coles</th>
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<tr>
<td>~40% Value share</td>
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<td>995 Stores</td>
<td>850 Stores</td>
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The ‘Fresh Food People’

Medium/ Large/ ‘Express’

1 Excluding five:am
2 To September 2023, Nielsen Australia Grocery Scan