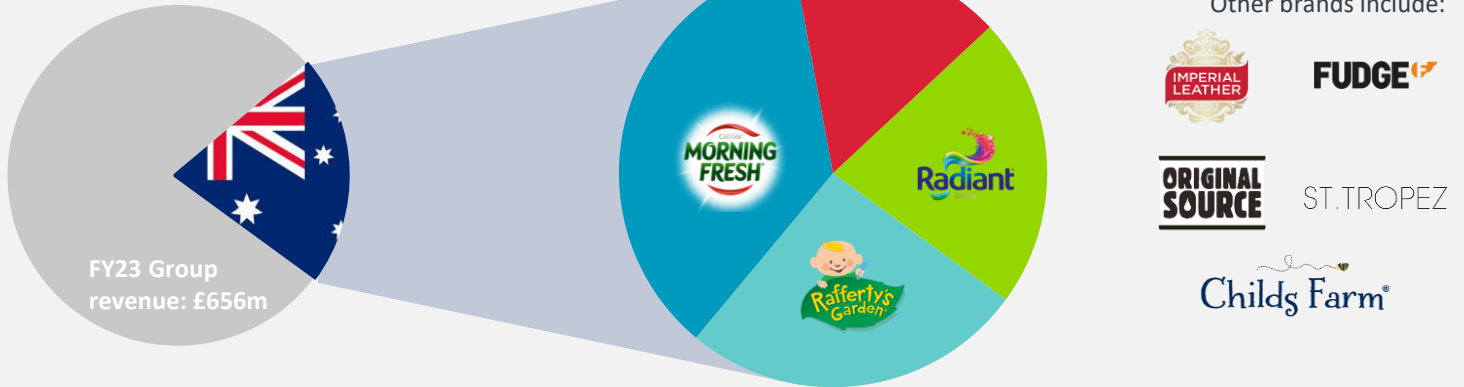




ANZ is one of PZ Cussons' four Priority Markets, operating in each of our core categories of Hygiene, Baby and Beauty, and has delivered strong revenue growth in recent years. Brands include Morning Fresh Dishwashing Liquid, Rafferty's Garden Baby Food and Radiant Laundry Detergent which, together, contribute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

A PORTFOLIO OF LEADING BRANDS

ANZ represents ~15% of Group revenue



KEY BRANDS AT A GLANCE

MORNING FRESH

#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

Rafferty's Garden

#1 BABY FOOD

~30% Market share

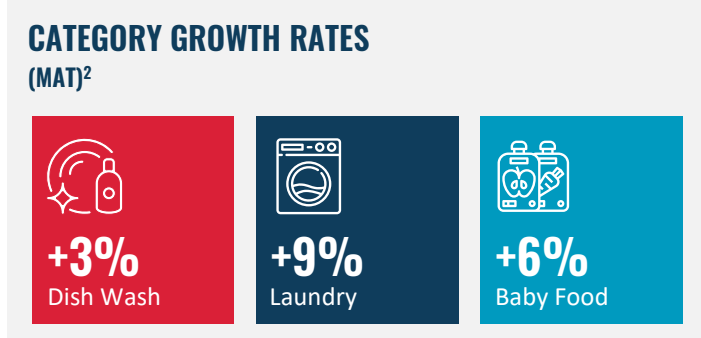
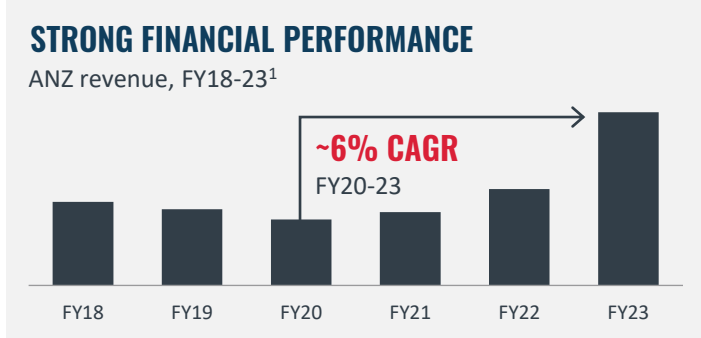
- Wet food and snacks
- Competition from global players and independents
- Rafferty's launched in 2007

Radiant

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



OPERATIONS AND SUPPLY CHAIN

~75% product imported from outside Australia

Morning Fresh	In-house Indonesia
Rafferty's Garden	3rd Party Australia
Radiant	3rd Party China

ANZ PZ Cussons HQ office is located in **Melbourne, Australia**

GROCERY MARKET CONTEXT

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

Woolworths	coles
~40% Value share	~30% Value share
995 Stores	850 Stores
The 'Fresh Food People'	Medium/ Large/ 'Express'

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