This announcement contains inside information for the purposes of the UK Market Abuse Regulation. Upon the publication of this announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.

20 November 2025

AGM TRADING STATEMENT

Ahead of its Annual General Meeting which takes place today, PZ Cussons issues the following update on current trading.

Like-for-like ('LFL') revenue growth for H1 FY26 is expected to be c.9%. This primarily reflects growth of over 25% in Africa, driven by both price and volume with the majority of brands gaining share during the first half of the year. Excluding Africa, LFL revenue growth is expected to be c.2%.

As a result of this performance to date, the Group is today increasing its guidance for FY26 adjusted operating profit to a range of £50 to £55 million, compared to a range of £48 to 53 million previously. Adjusted operating profit is expected to be weighted towards the first half of the year, with an increase in marketing spend in the second half.

The transaction to sell the Group's 50% stake in PZ Wilmar remains on track to complete by the end of the calendar year.

The Group expects to announce the outcome of the strategic review of its Africa business by the time it reports FY26 interim results on Wednesday 11 February.

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Notes to Editors

About PZ Cussons

PZ Cussons is a listed consumer goods business headquartered in Manchester, UK. We employ just under 2,500 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.

Cautionary note regarding forward-looking statements

This announcement contains certain forward-looking statements relating to expected or anticipated results, performance or events. Such statements are subject to normal risks associated with the uncertainties in our business, supply chain and consumer demand, along with risks associated with macroeconomic, political and social factors in the markets in which we operate. While we believe that the expectations reflected herein are reasonable based on the information we have as of the date of this announcement, actual outcomes may vary significantly owing to factors outside the control of the PZ Cussons Group, such as cost of materials or demand for our products, or within our control such as our investment decisions, allocation of resources or changes to our plans or strategy. The PZ Cussons Group expressly disclaims any obligation to revise forward-looking statements made in this or other announcements to reflect changes in our expectations or circumstances. No reliance may be placed on the forward-looking statements contained within this announcement.