

pental

JIFFY
FIRELIGHTERS

KNIGHT'S
CASTLE

White King
The POWERFUL Clean

Janola

VELVET

Sunlight

THE AUSTRALIAN
COUNTRY LIFE

BONDI
SOAP™

AIM

Huggie

LITTLE
LUCIFER
FIRELIGHTERS

SOFTLY

FY21 Results

CONNECTING WITH OUR BRANDS



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Overview

Core Values



Customers

Heart Of Our Business

- Build trusted and recognised brands
- Develop lasting relationships
- Responsive to their needs
- Provide outstanding value
- Pride in delivering the best products on time



Innovation

Embracing New Ideas

- Dare to be different
- Challenge the status quo
- Encourage fresh ways of working
- Maximise consumer insights



Quality

Quality Control

- Immensely proud of our quality
- Accountability for achieving business objectives
- Agile, flexible and welcome change
- Long-term focus and plan for a sustainable future



Safety

#1 Priority

- Zero harm objective
- Proactive in hazard identification
- Maintain clean and safe equipment



People

Trust & Development

- Compassion, honesty and consistency
- Empower, trust and support others
- Encourage positive can-do attitudes
- Work as one team, communication
- Foster personal growth and career development, success

Delivering on our Strategy



Driving Sales through Key Brands

White King / Janola

Jiffy Firelighters

Softly

Country Life



Develop New Products and Channels

Bunnings

e-commerce

Developing Products with better margins



Expand Export Markets

Continue the New Zealand growth strategy

Continue with China

Explore other Asian markets



New Projects

Explore Acquisition

New Brands

Product Innovation



Continuous Manufacturing Improvement

Sustainability Projects

New technology

New product capability

Drive down costs

Waste and Energy reduction

FY21 Highlights



Underlying EBIT
Increased by
10%



Operational
Cost controls



Underlying EPS
Increased by
12%

Continued
search for Business
Acquisition



Strong Cash
position with
\$12.7m

Inventory cover
reinstated to
adequate levels

following June
2020 depletions

Effective Trade
spend
management

Strong balance
sheet position
to execute
a strategic
acquisition

No
Debt



FY21 Financial Results

Financial Performance



Key Consolidated Income Statement Items

\$'000	FY 21	FY 20	Change	%
Net sales revenue (NSV)	124,940	126,460	(1,520)	(1.20%)
Underlying EBITDA¹	11,998	11,972	26	0.22%
<i>Underlying EBITDA to NSV</i>	9.6%	9.5%	0.1%	
Depreciation	(3,849)	(4,576)	727	15.89%
Underlying EBIT¹	8,149	7,396	753	10.18%
<i>Underlying EBIT to NSV</i>	6.5%	5.8%	0.7%	
Underlying net profit after tax¹	5,607	5,019	588	11.72%
Statutory profit after tax	5,363	5,019	344	6.85%
Underlying basic earnings per share in cents¹	4.12	3.68	0.44	11.85%
Reported basic earnings per share in cents	3.94	3.68	0.26	7.06%
Dividend per share in cents²	2.60	2.20	0.40	18.18%

- Net sales marginally down as COVID demands subsided in second half combined with impact of changes from Duracell distributorship agreement effective May 2021.
- Retained the Duracell sales agency distributorship in the non-supermarket and non-hardware sales channels, including Costco.
- Strong margin contribution performance from firelighters and cleaners
- Pental successfully developed and launched new White King germ killing variants during the COVID lockdown period
- Tight controls on cost of manufacturing overhead, labour efficiencies and utilisation improved year on year
- Private Label sales flat due to Australian consumers switching to trusted brands during these unprecedented times

¹ FY21 underlying results exclude impact of \$0.35m non-cash write-down of brandnames and related income tax of \$0.1m. No abnormal items in FY20 results. Please refer to Appendix 4E for a full reconciliation between statutory profit and underlying profit.

² FY20 dividend excludes special dividend of 0.7 cents per share paid in August 2021.

Financial Performance



Key Statement of Financial Position Items

\$'000	Jun-21	Jun-20	Change
ASSETS			
Cash	12,702	3,668	9,034
Trade and other receivables	14,096	21,854	(7,758)
Inventories	16,053	23,419	(7,366)
Property, plant and equipment	19,301	20,634	(1,333)
Brandnames and other intangible assets	12,181	12,508	(327)
Leased assets	928	1,170	(242)
Other assets	333	641	(308)
Total assets	75,594	83,894	(8,300)
LIABILITIES			
Trade and other payables	12,291	19,868	7,577
Current tax payable	449	1,362	913
Employee and other provisions	2,766	2,605	(161)
Lease liabilities	978	1,202	224
Deferred tax liabilities	2,363	2,865	502
Total liabilities	18,847	27,902	9,055
Net assets	56,747	55,992	755

- Strong cash position due to unwinding of Duracell related working capital –refer to Cash flow analysis for all movements.
- Pental remains **debt free** as at reporting date and in a strong cash position to execute a strategic **acquisition** and maintain **strong dividend**.
- Inventories of manufactured products were **built up to pre-COVID levels** following depletion in June 20 quarter.
- Strong collection and management of debtors with **minimal overdues**.
- Key brand values **remain strong** supported by strong marketing investment e.g. White King

Financial Performance



Key Consolidated Statement of Cash Flows Items

\$'000	FY 21	FY 20	Change
Profit after Tax	5,363	5,019	344
Add non-cash items (impairment, depreciation, amortisation and employee share options expense)	4,333	4,642	(309)
Change in net working capital	7,354	(1,835)	9,189
Other balance sheet movements	(1,005)	679	(1,684)
Net Cash provided by Operating Activities	16,045	8,505	7,540
Capital Expenditure	(1,955)	(2,079)	124
Repayment of lease liabilities	(565)	(491)	(74)
Utilisation/(repayment) of supplier payment facility	(131)	212	(343)
Dividend Paid	(4,360)	(2,725)	(1,635)
Net increase/(decrease) in cash	9,034	3,422	5,612
Net cash position at the beginning of the period	3,668	246	3,422
Net cash position at the end of the period	12,702	3,668	9,034

- Changes in Duracell distribution agreement resulted in release of approximately \$8.7 million in working capital. This was offset by \$1.3 million increase in working capital for rest of the business.
- Operating cash flow remains healthy excluding the release of Duracell working capital.
- Significant tax payments related to FY20 profits were made during the reported period. Tax liabilities (including deferred tax) reduced by \$1.4 million.
- The Company remains debt free as at reporting date.
- Dividend paid during the reported period was significantly more than prior year due to special dividend paid in August 2020.

A man and a woman are shown in a bathroom, both brushing their teeth. The man is in the foreground, smiling, while the woman is behind him. A large circular graphic overlay is centered on the image, featuring a blue background with white text. The text reads "FY21 Sales Performance". The background of the slide is a dark blue gradient with a pattern of small, light blue dots.

FY21 Sales Performance

Sales



White King Bleach

Australia's

No1 Selling Bleach



White King Toilet Gel's hit **\$10M+** in Retail Sales*

Strong 1st Half Year growth



with Duracell revenue up

32.8%

#1

White King Mould & Scum & Jiffy Original 24PK

Retail Value & Unit Sales
IRI MAT 27/06



Increased Jiffy Sales revenue by **44%**



NEW
Sunlight Products

Agreed ranging in major NZ retailers



Little Lucifer experienced **38% growth** over previous year In Domestic Market

FY21 – Australia Review (Core Business)



Australia



Costco

- Pental business in Costco achieved 33% growth year on year

Aldi

- Business grew by 11% vs FY20

Coles

- Successful ranging of the White King 1L Disinfectant from May 2021
- Successfully implemented new White King Toilet Gel strategy

Woolworths

- New White King Toilet Gel promotional strategy incorporating a new Added Stain Remover products from May 2021
- Successfully ranged the new Jiffy Scented Firelighters in Woolworths from April 2021

Independents

- New supplier agreement
- Successful ranging of the White King Drain & Sink and the Country Life Anti Bacterial sku's (4) from June 2021

Online Retailers

- 200%+ revenue growth achieved in (3rd party) online retail channel.

FY21 – Export Review



New Zealand (NZ)



- Major COVID driven supply chain disruptions resulting in shortfall of sales. (down 6.85% in NZD)
- Much of the decline in NZ market due to major challenges with the unloading of shipping containers.
- Sunlight project in progress with major NZ grocery retailers to improve our product range and revenue. As a result, Sunlight became the sole supplier in the 500ml dishwash segment in a major retailer.

Other Exports



- Major impacts from increased import restrictions placed by Government of China targeting Australian exporters.
- Continue New Product Development for Asian market demands and sustainable growth
- Distributors focusing on creating Pental's Brand awareness by engaging social media influencer & through various exhibitions and trade shows
- Exploring new international opportunities, such as Vietnam, Singapore, etc.
- Continuing work with major distributors in China – Jiangsu and Silverstone - to increase demand through product awareness campaigns.

A woman is shown from the chest up, smiling and looking upwards. She is in a shower, with water droplets visible on the glass door behind her. The background is a dark blue gradient with a pattern of small, light blue dots. The text "FY21 Marketing Performance" is centered in a dark blue circle.

FY21 Marketing Performance

FY21 Marketing



Product

Core Pental Brands were successful in launching a variety of new products in major Retailers throughout FY21. This includes:

- Three new White King Toilet Gels with Added Stain Remover Australia wide launch
- New White King Disinfectant Cleaner 1L in Coles
- New White King Drain and Sink Sanitiser in Metcash
- New Jiffy Scented Firelighters – Australia Wide Launch
 - Eucalyptus
 - Lemon Myrtle
- Janola Multi Purpose Cleaner 500mL launched in Countdown Supermarkets throughout New Zealand
- Sunlight Dishwashing liquid range in FoodStuff Group retailers
 - Sensitive
 - Easy Scrub
 - Pure and Gentle

New Channels

Bundle Packs created for a new e-commerce platform.

Branded packs include:

- Bondi Soap range
 - White King value packs
 - Country Life Family Packs
 - Velvet Beauty Packs
 - Aim Travel Packs
- New Product development to target branded Sales and sustainable growth in new Channels such as Hardware, Aldi, E-Retailers and Export.

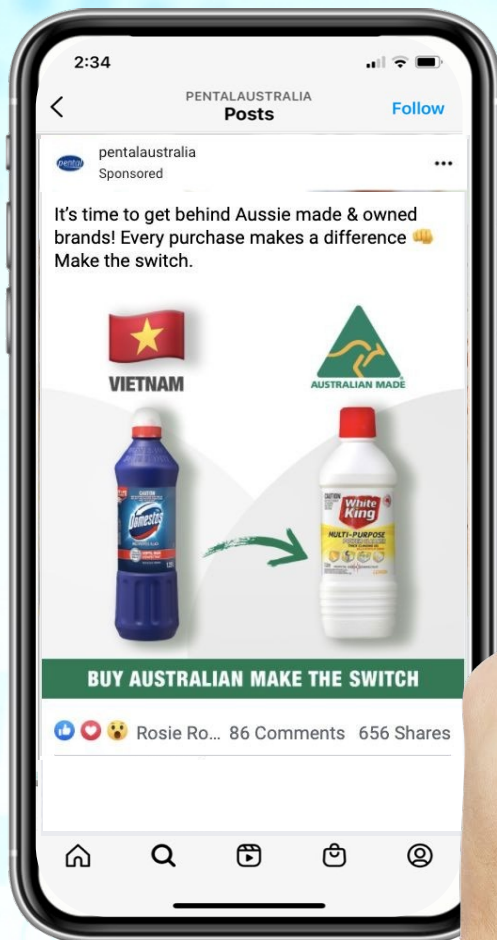


FY21 Marketing



Our Australian Made campaign achieved:

Across all digital channels we achieved 2,573,983 impressions



729,571
impressions
across social

899,481
impressions
on YouTube

944,931
impressions
across
Programmatic

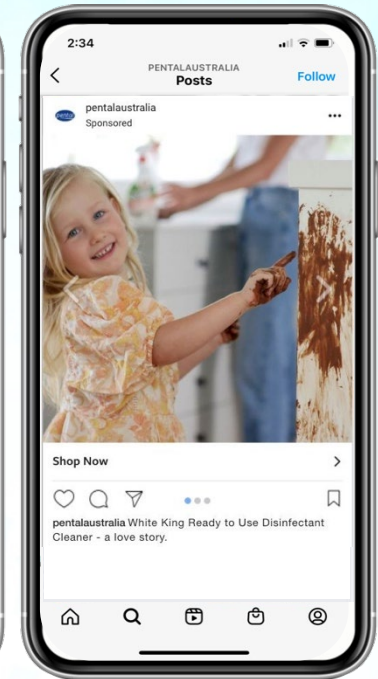
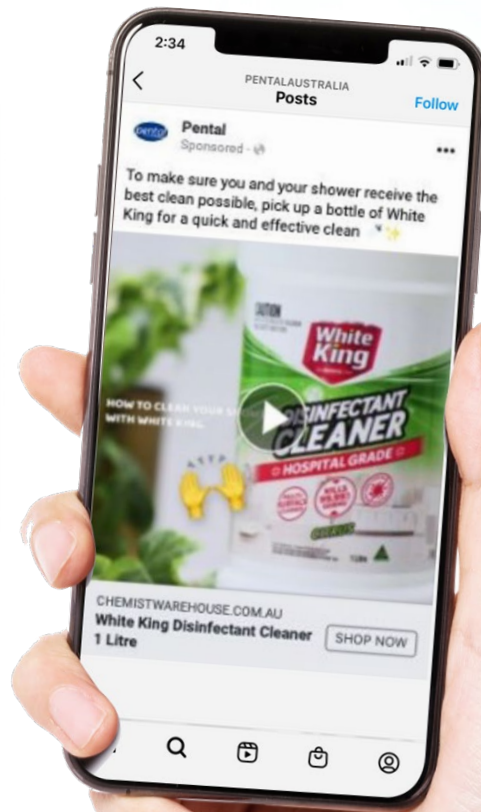
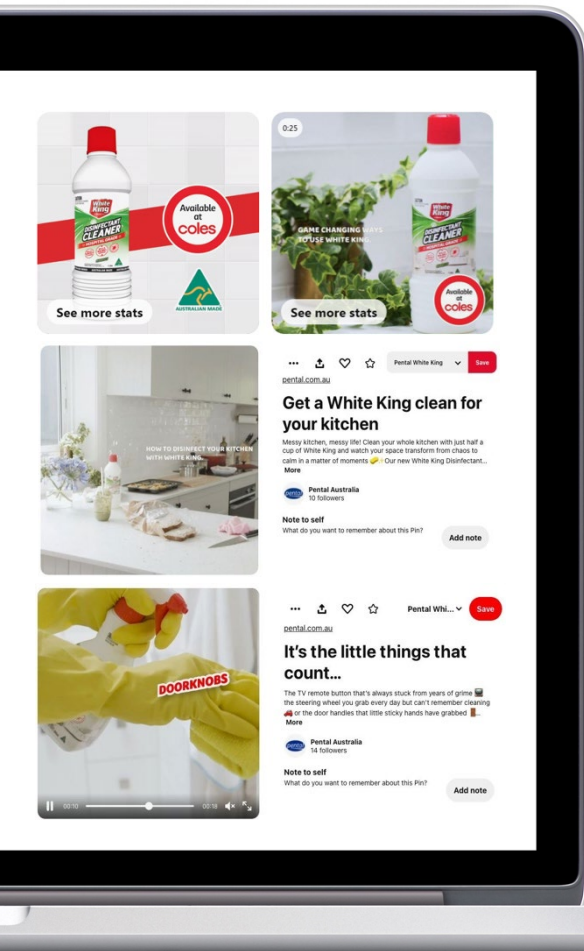


FY21 Marketing



White King Digital media advertising

3,963,276 impressions/ 2,253,998 reach



FY21 – Investing in Digital



Pental Always On



- Instagram
- Facebook



Pental Category & Brand Campaigns



- Programmatic Display
- Instagram
- Facebook
- YouTube
- Catchup TV
- Search



Pental Ecommerce



- Google Shopping
- Search
- Facebook
- Instagram
- Programmatic Display



Bondi



- Facebook
- Instagram
- YouTube
- Search
- Influencer Marketing

Recent Developments & Key Wins



Exclusive Bleach Distribution Agreement with Major Retailer

- Pental has successfully negotiated to be the sole supplier of bleach to Australia's largest retailer
- White King Bleach to be ranged in Major **Hardware Retailer** commencing September 2021

Recent Developments & Key Wins



New Jiffy Firelighter Products

- Two new Jiffy Firelighter variants ranged in Major Grocery Retailers commencing July 2021
- Pental is now the number one supplier of firelighters across all major retailers*

Recent Developments & Key Wins



New White King Toilet Gel Range

- Developed new improved toilet gel cleaners. These products have been ranged in major grocery retailers.
- Scheduled to promote the new range at half price strategically across FY22 to increase market share whilst maintaining profitability.

Recent Developments & Key Wins



New Softly Range

- Re-launch of Softly range in June 2021
- Two new variants currently being rolled out into Major Grocery Retailers
- Three new variants will be presented for ranging in FY22

FY21 New Zealand Products



Sunlight



FY21 New Zealand Products



Janola
Disinfectant





**FY21
Operations
Performance**

FY21 – Supply Chain Scorecard



Supply

Maintained **98%**
DIFOT

In Domestic market

Managed import / export
shipping capacity in a
volatile market



Planning

Optimised
planning cycles to
improve line
efficiencies

Focused on long
term capacity
modeling



Warehouse

100%

Picking accuracy
warehouse controls

90%

warehouse
utilisation

FY21 – Quality Controls



FY21 – Operations Overview



Focus on Staff Training

Electronic Training
courses

Safety Focus Risk Reduction

Plant risk
assessments

Fire protection

Implementing a fire sprinkler
system and upgrade of
hydrant system

Traffic Management Compliance

Efficiency gains

Through Engineering
inventory and stores
management

Trade waste Reduction

Focus on Innovation, automation and plant flexibility

Plant Performance

Transition to Best practice Asset
care and life cycle management

Plant Maintenance

Expand our Planned and
proactive Preventive
maintenance systems



FY22 Business Outlook

Delivering on our Strategy



Distribution Partnerships

- Procell
- Duracell
- Bunnings
- Chemist Warehouse
- New Distributors



Continuing Innovation Pipelines

- Innovate non-chemical products
- Focus on sustainability
- Satisfy consumer needs
- Be quick and nimble



Export Partners

- Enhancing our export footprint:
 1. New Zealand
 2. China
 3. Other Asian markets



Marketing Support

- Digital marketing
- Outdoor media
- Shelf presence
- Driving sales with Australian Made Australian Owned platform



Strategic Growth

- Acquisition
- Profitable Growth
- Shareholder Value
- Increasing Scale
- Achieving best practice

FY22 Marketing Plans



Continue to focus on our Mass Reach Digital Marketing campaigns



Commence our E-commerce Sales strategy via our core brands



Prioritise quick to market, innovative NPD



Focus on improving White King and Country Life's shelf positioning in major Grocery

Sustain our current Branded Market Share growth throughout FY22

Develop Channel specific product ranges to grow General Trade Channels



Enter the General-Purpose Segment via White King NPD

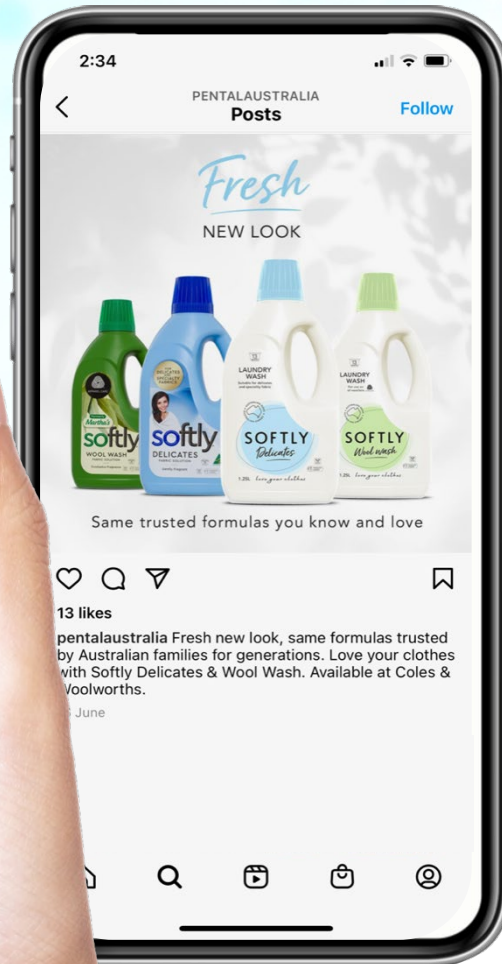


Capitalise on White King's Share of Bathroom Cleaners through range extension

FY22 Marketing Activities



Softly and Jiffy digital advertising





New White King Stain Remover Range

- White King Stain Remover is a new product produced in Shepperton ready for the FY22 Range Review period

FY22 New Value Packs



Pental Home Cleaning Packs



FY22 New Value Packs



Pental Personal Care Packs



FY22 New e-commerce Products



Pental Value Packs



FY22 New Pharmacy Products



Pental Bathroom packs



FY22 New Hardware Products



Pental Tradie Packs



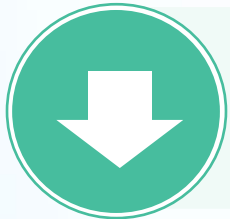
FY22 Summary



- Focus on sustainability
- Sales growth with the Big 4 Brands
- Sales growth in the New Sales Channels



- Build Customer relationships
- Enhance Brand protection
- Competitive and innovative



- New Costs out/down initiatives in FY21/22
- Continued focus on improving productivity



- Strong team culture
- Safety and the environment
- Grow the Duracell partnership
- Develop New Partnerships



- Execute Acquisition
- New Customers and Markets



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