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BURSON GROUP LIMITED

(ASX: BAP)

ASX and Media Release

28 October 2014

Chairman's Address – 2014 Annual General Meeting

Good afternoon ladies and gentlemen. My name is Robert McEniry, Chairman of the Board of Burson Group Limited (**Burson**). On behalf of the Board, I would like to welcome you to Burson's inaugural Annual General Meeting following its listing on the Australian Securities Exchange in April 2014. The transition from a privately owned company to a public company is a time consuming and challenging process for senior management, but I am pleased to say that during this period Burson has continued its steady rate of growth.

During the financial year ended 30 June 2014, Burson's store network grew by 11 stores to 116, and compared to the financial year ended 30 June 2013, revenue was up 11.5% to \$342M. Pro-forma net profit after tax of \$19.4M was ahead of our prospectus forecast.

Burson's business foundations are very solid. It operates in an industry that has resilient demand both in challenging and buoyant economic conditions. Its 30,000 plus customers are well serviced through a broad range of quality products and an extensive distribution network. This is backed by a very strong company culture with over 1,200 dedicated and knowledgeable people, and state-of-the-art IT systems. The strength of these foundations places Burson in an excellent position for continued growth.

Our Chief Executive Officer Darryl Abotomey will outline in more detail the FY2014 highlights, FY2015 1st quarter update and strategy and outlook. This presentation has been lodged with ASX and is available on Burson's investor website. Burson has a very clear strategy based around store network growth, and increasing the existing store networks sales and earnings. The Board is committed to building shareholder value through the delivery of these strategies.

On behalf of the Board I would like to thank all of our staff and shareholders for their contribution and support.

-ENDS

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