



DuluxGroup Limited

ABN 42 133 404 065

ASX Announcement

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DULUXGROUP PURCHASE OF PORTER'S PAINTS

DuluxGroup today announced the proposed acquisition of the Sydney based Porter's Paints business. The acquisition is subject to ACCC clearance and some remaining conditions, including final due diligence.

"The addition of Porter's to our portfolio of iconic brands will broaden our product offering within the architectural and decorative paints market," said DuluxGroup Managing Director Patrick Houlihan.

"With sales of less than \$10m, Porter's would not have a material impact on earnings in the near term. However, it has a strong colour, texture and design focus, which we can build on over the longer term.

"We will retain the unique character and essence of Porter's as a premium, design focussed brand while leveraging DuluxGroup's capability, particularly in the area of sales and marketing," said Mr Houlihan.

Porter's founder and sole owner, Peter Lewis, will continue to play a role in the growth of the business and will be employed by DuluxGroup to help with the creative direction and development of the Porter's brand.

Mr Lewis said he was pleased that the Porter's brand was joining such an iconic Australian company.

"I'm incredibly proud of Porter's and its rich heritage. We've created something of high quality that has a unique place in the minds of architects and professional decorators with an eye for superior finish and design. I'm pleased to see it join DuluxGroup who will protect the character of the brand and grow it," he said.

The purchase price is not of a material size in the context of DuluxGroup overall and will be fully funded from existing debt facilities. More details regarding the proposed acquisition will be provided at DuluxGroup's first half results announcement in May.

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About Porter's

Porter's manufactures and markets a range of high quality architectural and decorative paints, predominantly targeted at architects and designers. It also has smaller lines in wallpaper and finished timber floor and wall coverings.

Porter's is marketed and sold through seven company owned stores and approximately 70 distributors in Australia, and also has a small presence in NZ, the US and parts of Asia.

Porter's was founded by sole owner Peter Lewis in 1980 who took inspiration from his grandfather Fred Porter's passion for traditional painting and building techniques.