

# Heritage Brands

## HERITAGE BRANDS ACQUIRES THE CEDEL BRAND

Heritage Brands Limited is pleased to announce that it has signed an agreement to purchase the **Cedel** Brand from Brands RMJ Pty Ltd.

This Iconic Australian brand has been in the Australian market since 1932 and fits perfectly within the Heritage Brands portfolio of leading health and beauty brands.

**Cedel** is distributed to all major grocery and pharmacy accounts on a national basis.

This brand acquisition will enable Heritage Brands to enter the toothpaste and haircare categories and more specifically the Export markets of China and Taiwan and will have a material impact on the sales and profitability of the Group.

**The Heritage Brands portfolio now comprises Australis, Le Tan ,Innox, In Essence, Oil Garden, Mode, Skin Republic, Luma , Nailene, Revlon lashes and nails, Cedel Haircare and Cedel Oral Care**

**D J Fairfull**  
**Chairman**  
**Dated: 2<sup>nd</sup> January 2018**

**C Gendis**  
**Managing Director**

