

27 October 2010

ASX Company Announcements Office

Written Questions from Shareholders for 2010 AGM

A number of written questions were received from shareholders before the AGM concerning the company not paying a dividend.

The Chairman provided the following response at the meeting.

Question:

When will you pay a dividend?

Response:

For the second time since Vita Group's listing in 2005, the Company did not pay a dividend for the 2010 financial year.

The Board decided to pay down debt, make some strategic acquisitions and expand our T shops as a priority. As a result Vita Group reduced our gearing ratio (net debt/(net debt plus total equity)) to its lowest level in recent years at 4.8%, down from 27.8% for the previous period.

It is the Board's intention to reinstate the company's dividend policy at the earliest opportunity