



## **Wattle Health Australia Acquires 80% of Organic Baby Skin Care Company Little Innoscents**

- **Wattle Health Australia (ASX: WHA) has acquired 80% of organic baby skin care company, Little Innoscents for \$300,000 cash payment plus \$400,000 in Scrip.**
- **Little Innoscents has a range of products that are made from 100% natural, organic and botanical ingredients.**
- **Little Innoscents has an extensive distribution network with revenue FY17 of circa \$900,000 and EBITDA of circa \$250,000.**
- **With this strategic acquisition WHA will increase its product portfolio and further expand its distribution network.**

**6 February 2018:** Wattle Health Australia Limited (ASX: WHA) is pleased to announce it has acquired 80% of Little Innoscents Pty Ltd (**Little Innoscents**) for \$300,000 in cash payment plus \$400,000 in Scrip.

Little Innoscents is a proud Australian company that provides a range of organic baby skin care, aromatherapy essential oils and domestic cleaning products. The product range is sold in over 700 stores nationwide, including selected health food stores, pharmacies and organic grocers. Additionally, the Little Innoscents range is also being exported to other key international markets including Dubai, Singapore, Taiwan, and the Philippines.



In FY2017 Little Innoscents achieved a revenue of circa \$900,000, an increase of 31% compared to FY2016. The company also reported an EBITDA circa \$255,000, which is an increase of 187% from the previous corresponding period.

Executive Chairman, Lazarus Karasavvidis said, “The acquisition of Little Innoscents further expands the product portfolio of Wattle Health and brings with it an established and extensive distribution network with a positive sales trajectory.

With Little Innoscents joining the Wattle Health family we will be able to leverage our marketing expertise to further grow the brand in both domestic and international markets.”

Founder of Little Innoscents Antonette Golikidis explains, “This is an exciting time for Little Innoscents with our new partnership assisting us in growing the brand and helping take it to the next level. We have seen more and more Australian families recognising the brand and showing support and loyalty to the ethos behind Little Innoscents. We are proud to offer a truly organic and natural product range to the wider community at an affordable price.”

### **About Little Innoscents**

Little Innoscents provides certified organic, natural, sustainable and eco-friendly products in both local and international markets.

Little Innoscents is proud to be recognised as a brand with healthy and effective products that are made from 100% natural, organic and botanical ingredients that are cruelty free, Australian-made and owned. Each product is free from any synthetic ingredients, parabens, SLS or SLES, petrochemicals and GM material.



Little Innoscents has found success in its 10-year history as a niche product range that strategically targets skincare retailers, health retailers, pharmacies, boutique baby stores and speciality retailers.



Lazarus Karasavvidis  
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