

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	DuluxGroup Limited
ABN	42 133 404 065

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Joanne Crewes
Date of appointment	1 February 2018

Part 1 - Director's relevant interests in securities of which the director is the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
None

+ See chapter 19 for defined terms.

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Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	Number & class of Securities
None	

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	The Director participates in the DuluxGroup Sacrifice Share Acquisition Plan pursuant to which the Director will sacrifice 30% of her non-executive director fees over the next 9 month period to 31 October 2018 into two tranches of Share Rights (determined following the release of the Company's half yearly results and full year results).
Nature of interest	Contractual entitlement to receive a number of Share Rights based on the volume weighted average price of DuluxGroup Ordinary Shares over the 5 trading days following the release of the Company's half yearly results or full year results (as applicable). Each Share Right will vest into one Ordinary Share prior to the ex-date for the Company's next dividend (with those Ordinary Shares being subject to trading restrictions for 4 years).
Name of registered holder (if issued securities)	Joanne Crewes
No. and class of securities to which interest relates	Contractual entitlement to receive Share Rights on the terms set out above.

Simon Black
General Counsel & Company Secretary
7 February 2018

+ See chapter 19 for defined terms.