



Health
Wellness
Beauty

5 July 2023

Brett Charlton appointed McPherson's CEO

McPherson's Limited (**McPherson's** or the **Company**) today announced the appointment of Brett Charlton to the role of Managing Director (MD) and Chief Executive Officer (CEO), effective 1 August 2023.

Brett joins McPherson's having recently been an advisor to companies on strategic growth plans in the consumer goods arena. He was previously Chief Skincare Officer for Laser Clinics Australia, and prior to that, was Managing Director for Sanofi Consumer Healthcare and Tip Top Ice Cream. Brett combines 25 years of marketing and branding experience, with strong manufacturing and supply chain expertise with a customer, consumer, digital and data-first orientation. His skills and experience ensure that he develops and leads a team on the journey to sustainable success.

On behalf of the McPherson's Board, Chairman Ari Mervis said: "We are delighted to have Brett join McPherson's as CEO. Brett's career highlights include significant turnaround experience, where he led both top and bottom-line growth in manufacturing and consumer-based organisations. His leadership acumen and proven track record for driving performance will greatly assist the Company. The Board is looking forward to working with Brett to deliver strong results for all stakeholders."

Commenting on his appointment, Brett said: "I am excited to be joining this iconic, 160 year-old company and look forward to working with the Board and leadership to deliver on the great potential that the portfolio of brands offers. McPherson's is a company with exceptional brands and customer relationships built with a sincere desire to create confident, healthy and sustainable lifestyles, so I look forward to leading the company and its talented team through the next exciting phase of its journey."

The McPherson's Board ran a comprehensive search process attracting a strong pool of international and domestic candidates.

Ari Mervis will continue as Executive Chairman and Alison Cook will continue as Chief Operating Officer until Brett joins. After that time, both Ari and Alison will revert to their respective roles as Non-Executive Chairman, and Non-Executive Director.

Please see the attached summary for the material terms of Mr. Charlton's executive contract.

This ASX announcement has been authorised by McPherson's Board of Directors.

For further information please contact:

Investors: Paul Witheridge at pwitheridge@mcpher.com.au or + 61 414 760 489

ASX: Linda Gough at lgough@mcpher.com.au or +61 499 931 640

About McPherson's Limited

McPherson's, established in 1860, is a leading supplier of Health, Wellness and Beauty products with operations in Australia, New Zealand and Asia. McPherson's markets and distributes beauty care, hair care, skincare, vitamins, supplements, and personal care items such as facial wipes, cotton pads and foot comfort products, as well as a range of kitchen essentials such as baking paper, cling wrap and aluminium foil.

McPherson's revenue is primarily derived from its diversified portfolio of owned, market-leading brands, including Manicare, Lady Jayne, Swisspers, Dr. LeWinn's, A'kin, Multix, Fusion Health, Oriental Botanicals, Moosehead and Maseur. McPherson's also manages several brands for agency partners. For further information on McPherson's

ASX:
MCP

ABN:
98 004 068 419

ADDRESS:
105 Vanessa Street
Kingsgrove
NSW 2208

PHONE:
(02) 9370 8000

business and its strategy, and to view the most recent corporation video, please refer to the Company's website: <https://www.mcphersons.com.au>

Summary of Key Terms of Executive Service Agmt (ESA) appointing Brett Charlton as Chief Executive Officer and Managing Director of McPherson's

Term

Mr. Charlton's appointment is on a full-time, ongoing basis commencing 1 August 2023.

Notice

McPherson's and Mr. Charlton may terminate the ESA with six months' written notice.

Remuneration

Mr. Charlton will be paid fixed remuneration of \$630,000/annum (inclusive of superannuation), which will be reviewed, but not necessarily increased, annually (Fixed Annual Remuneration).

Short Term Incentive

Mr. Charlton will be eligible to participate in the McPherson's short term incentive plan. His opportunity will be based on a mix of financial and personal performance metrics set by the Board annually. The value of this opportunity will be up to 75% of his Fixed Annual Remuneration, with 50% of any achievement to be deferred for one year.

Long Term Incentive

Mr. Charlton's long term incentive plan will be the award of performance rights, subject to shareholder approval. The value of this opportunity will be up to 100% of his Fixed Annual Remuneration if pre-defined (High Performance Level) LTI targets are met over a three-year period, plus an additional 50% of his Fixed Annual Remuneration if pre-defined (Exceptional Level Performance) LTI targets are met over a three-year period.

Rights issued for Mr. Charlton's achievement of (Exceptional Level Performance) LTI targets will be subject to a 12 month hold after the three-year period.

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