

ASX Announcement

2025 AGM Presentation

31 October 2025

In accordance with ASX Listing Rule 3.13.3, McPherson's Limited (**ASX: MCP**) releases to the market the meeting presentation for the McPherson's Limited 2025 Annual General Meeting to be held at 1.00pm (AEDT) today.

Authorisation

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

For further information please contact

Mark Sherwin (Chief Financial Officer) at msherwin@mcpher.com.au

Craig Durham (General Counsel & Company Secretary) at cdurham@mcpher.com.au

About McPherson's Limited

McPherson's Limited is a supplier of some of Australia's well-known essential health, beauty, and wellness products. The Company's portfolio is anchored by five iconic core household brands: 'Manicare', 'Lady Jayne', 'Dr. LeWinn's', 'Swisspers', and 'Fusion Health'. McPherson's strategy is to invest in and grow these brands through the pharmacy, grocery and e-commerce channels. In addition, the Company supplies a supporting portfolio of other popular brands in attractive segments of the market including footwear, haircare, vitamins and supplements, fragrance and nutrition. McPherson's is headquartered in Sydney and is listed on the Australian Securities Exchange.

For further information, please visit www.mcphersons.com.au



McPHERSON'S
Est. 1860

Annual General Meeting

31 October 2025



Agenda

- 01** | Introduction
- 02** | Chair's Address
- 03** | Chief Executive Officer's Address
- 04** | Formal Business & Questions
- 05** | Shareholder Voting



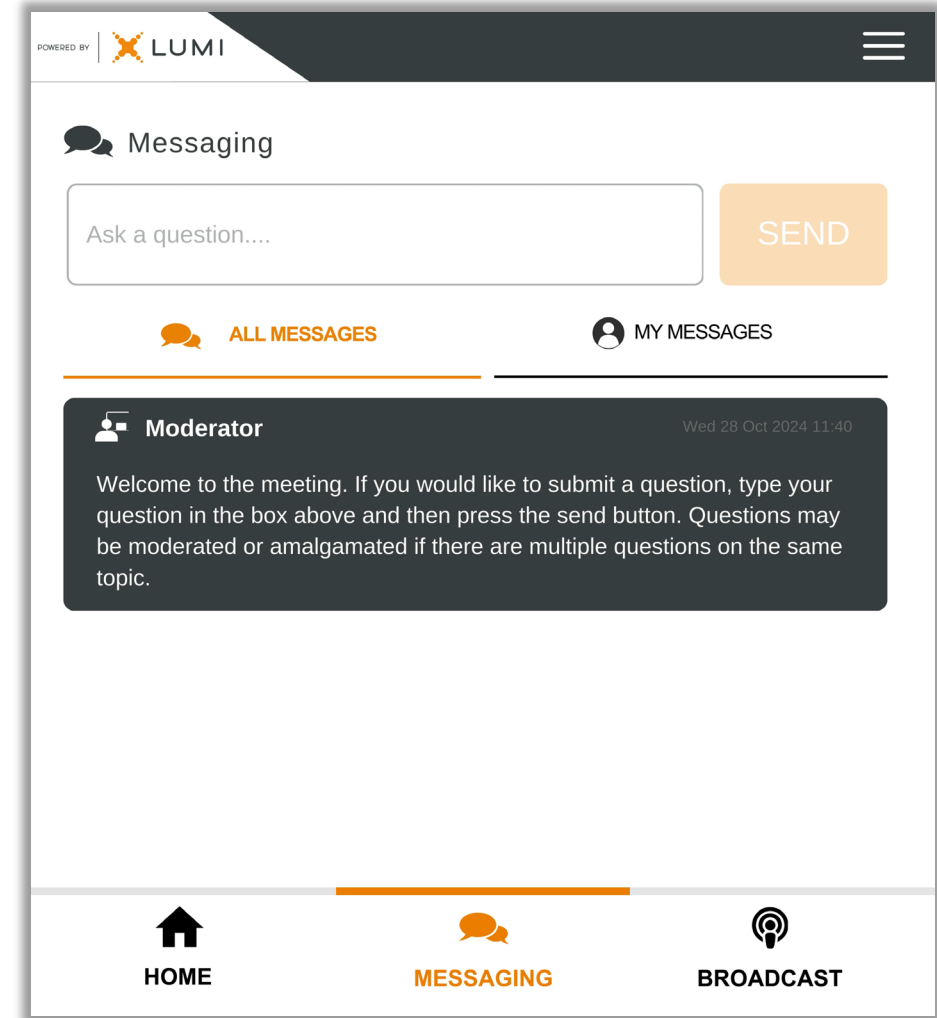
Alison Cook
Chair



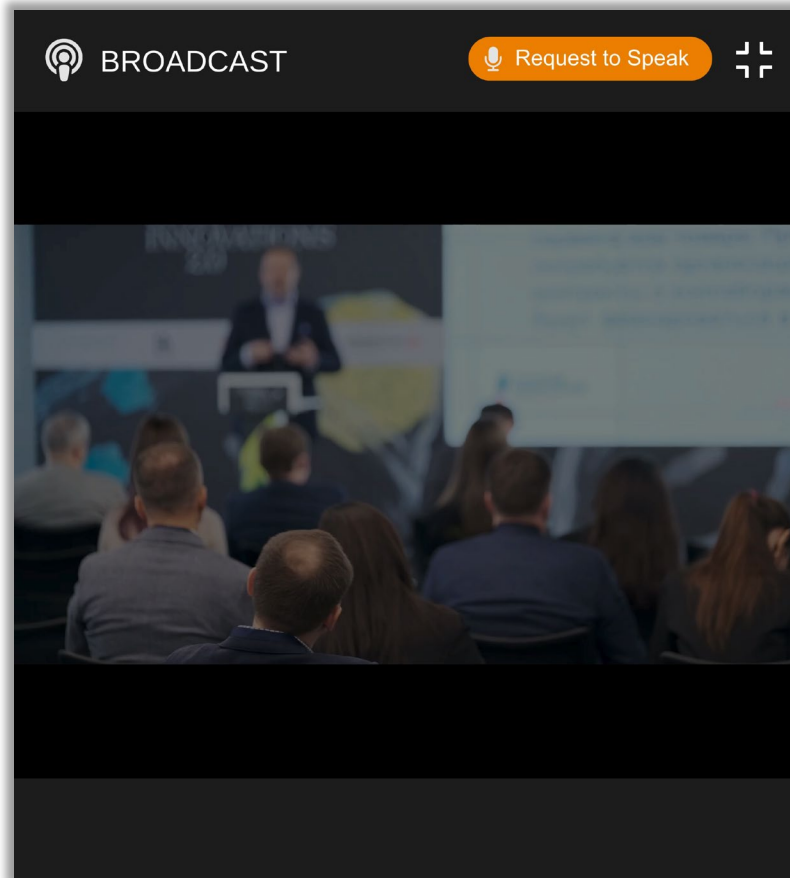
Brett Charlton
Chief Executive Officer and Managing Director

Online Text Questions

- Select the messaging icon
- Type your question in the box
- Press the send button
- Select 'My Messages' to view your submitted messages along with any written responses.



Online Audio Questions



- Click 'Request to Speak'
- Enter the topic of your question
- Click 'Submit Request'
- Click 'Join Queue' and follow the audio prompts.

POWERED BY |  LUMI

Online Voting

- Select the voting icon
- Select your voting preference for each resolution
- Your selected option will change colour
- You can change your vote until the poll is closed.

A screenshot of the LUMI online voting interface. At the top, it says 'POWERED BY LUMI' with a logo. Below this is a dark bar with a bar chart icon and the text 'Poll Open'. Underneath, it says 'You have voted on 1 of 2 items'. The first resolution is 'Resolution 1: Resolution text appears here.' with the subtext 'For - Vote Received'. It has three buttons: 'For' (orange with a checkmark), 'Against' (white with a radio button), and 'Abstain' (white with a radio button). There is a 'Cancel' button below. The second resolution is 'Resolution 2: Resolution text appears here.' with the subtext 'Select a choice to send'. It has three buttons: 'For' (white with a radio button), 'Against' (white with a radio button), and 'Abstain' (white with a radio button). There is a 'Cancel' button below. At the bottom is a navigation bar with four icons: a house for 'HOME', a bar chart for 'VOTING' (which is highlighted with an orange bar), two speech bubbles for 'MESSAGING', and a speaker for 'BROADCAST'.

In Room Voting

- Use the track ball to highlight the resolution you wish to vote on and press ■
- Press ■ to display the voting options
- Press 1 to vote FOR
- 2 to vote AGAINST or
- 3 to ABSTAIN
- Press ■ to move on to the next resolution or ▲ to return to the full list of resolutions



Chair's Address

Alison Cook



CEO's Address

Brett Charlton





YOU
FUSE
LIFE

We fuse
ancient
wisdom &
modern
medicine



Always read the label and follow the directions for use.

M McPherson's Limited

Business of the AGM

Financial Report, Directors' Report and Auditor's Report

The Financial Report and the Reports of the Directors and the Auditor for the financial year ended 30 June 2025 will be presented at the AGM for consideration by shareholders.

No resolution is required on these Reports.

Resolution 1

Re-election of Helen Thornton as a Non-Executive Director of the Company

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

That Helen Thornton, who retires by rotation in accordance with the Company's Constitution and ASX Listing Rule 14.4, be re-elected as a Director of the Company.

Relevant information about Ms Thornton is set out in the Explanatory Statement to the Notice of Annual General Meeting.

The Directors (with Ms Thornton abstaining) unanimously recommend that shareholders vote in favour of Resolution 1.



Resolution 1

Re-election of Helen Thornton as a Non-Executive Director of the Company

PROXY VOTES RECEIVED

FOR NO.	FOR %	AGAINST NO.	AGAINST %	OPEN NO.	OPEN %
66,553,093	84.69	11,421,351	14.54	601,763	0.77

Resolution 2

Adoption of the 2025 Remuneration Report

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

That the Remuneration Report (forming part of the Directors' Report) for the year ended 30 June 2025 be adopted.

In accordance with section 250R of the *Corporations Act 2001* (Cth), the vote on Resolution 2 will be advisory only and will not bind the Directors or the Company. However, the Directors will consider the outcome of the vote and comments made by shareholders on the remuneration report at the meeting when reviewing the Company's remuneration policies.

The Directors unanimously recommend that shareholders vote in favour of Resolution 2.

Resolution 2

Adoption of the 2025 Remuneration Report

PROXY VOTES RECEIVED

FOR	FOR	AGAINST	AGAINST	OPEN	OPEN
NO.	%	NO.	%	NO.	%
51,667,651	66.08	11,859,152	15.17	14,657,780	18.75

Resolution 3

Issue of Performance Rights to Mr Brett Charlton, Chief Executive Officer and Managing Director

To consider and, if thought fit, to pass the following resolution as an ordinary resolution:

That for the purposes of Part 2E.1 and section 200E of the Corporations Act 2001 (Cth) and ASX Listing Rules 10.14 and 10.19, and for all other purposes, the grant of 4,142,000 performance rights and shares upon exercise of such performance rights to Brett Charlton (Chief Executive Officer and Managing Director) by the Company under the Company's Performance Rights Plan and his employment agreement with the Company is approved on the terms and conditions set out in the Explanatory Statement accompanying this Notice.

Relevant information about this resolution is set out in the Explanatory Statement to the Notice of Annual General Meeting.

The Directors unanimously recommend that shareholders vote in favour of Resolution 3.

Resolution 3

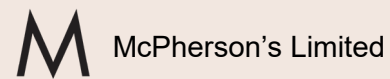
Issue of Performance Rights to Mr Brett Charlton, Chief Executive Officer and Managing Director

PROXY VOTES RECEIVED

FOR	FOR	AGAINST	AGAINST	OPEN	OPEN
NO.	%	NO.	%	NO.	%
67,266,734	85.64	10,684,049	13.60	601,341	0.76

Q&A





Shareholder Voting



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Thank You.
