



13 January 2015

ASX ANNOUNCEMENT

Trading update

Pental Ltd (ASX: PTL) is pleased to provide the following trading update for the Half Year ended 31 December 2014.

As foreshadowed in the 2014 Annual Report, trading conditions for the first half of Financial Year 2015 (**First Half**) remained highly competitive and this is expected to continue for the balance of FY2015. Despite tough conditions, revenue from sales is expected to be in line with the previous corresponding period, being the Half Year ended 31 December 2014.

As noted at the AGM, the Company has deliberately brought forward budgeted advertising spend to the First Half, primarily to support its White King brand in the form of television advertising. The campaign will increase awareness of Pental's Household and Toilet cleaners. This strategy will impact NPAT for the First Half, which, subject to any adjustments arising from the half year review by the auditor, is expected to be approximately \$1.8m (First Half FY14 - \$2.15m).

The Company's cash position remains strong with net cash at 31 December 2014 of approximately \$3m and no net debt. Also as foreshadowed at the AGM, the Company intends to recommence payment of regular dividends and interim dividends, and, subject to completion of the half year review by the auditor, the business performance for the first half supports this.

About Pental Limited

Pental is Australia's largest manufacturer of soap, supplying its own brands of Country Life, Natural Selections, Sunlight, Velvet, Knights Castile and Lux Flakes, together with the sale of icon brands such as White King, Janola, Jiffy Firelighters, Softly premium wool wash, Huggie fabric softener, Country Homestead wool mix, Sureguard moth and silverfish repellent, Hi Speed iron cleaner and Aim toothpastes. More information on Pental is available at: www.pental.com.au



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