



18 Nov 2020

ASX ANNOUNCEMENT

Trading Update

Pental Limited (“Pental” or the “Company”) today updated the market concerning its expected unaudited financial results for Half Year ending 27th December 2020.

As disclosed in the 2020 annual report, Pental maintained a healthy momentum going into FY21 after experiencing a surge in demand for its strong germ-killing products during the first wave of COVID 19 pandemic. Pental’s Australian made heritage brands continue to see a healthy level of demand in the marketplace despite supply chains of its international competitors returning to normal.

Pental will report Half Year ending 27th December 2020 in February 2021 and will include a comparison to the Half Year ending 29th December 2019. Subject to audit, it is expected that results will be as follows:

	Half year Dec 20	Vs half year Dec 19
Net Sales Revenue	Approximately \$66 million	Up \$10 million or 18%
Earnings before interest & tax (EBIT)	Approximately \$4 million	Up \$1.85 million or 83%
Net profit after tax (NPAT)	Approximately \$2.8 million	Up \$1.3 million or 87%

Pental’s distributed battery products under the Duracell brand have been performing strongly compared to last year after Pental successfully increased Duracell’s footprint by securing ranging in new channels spanning department stores and e-commerce.

Pental continues to invest heavily in supporting its two big powerhouse Australian made brands White King and Country Life through both social media and outdoor advertising. As a result, sales of White King bleach, household cleaners and Country Life bar soaps are expected to grow compared to the prior year, even though the competition continues to influence consumer purchasing with heavy price discounting.

The Company expects that the full financial year 2021 EBIT profit result will remain in line with FY20 which was a 47.5% increase compared to FY19. FY20 results included an extraordinary increase in demand for its germ-killing household cleaning & personal care cleaning products due to Australian consumers preferring premium, trusted Australian branded products.

Pental will further update the market concerning trading conditions when it releases its Half Year ending 27th December 2020 results.

Investor queries: contact Oliver Carton, Company Secretary, Pental Limited, tel: +61 3 9251 2311

Media queries: contact Neil Godara, Chief Financial Officer, email: neil.godara@pental.com.au

Authorised for release by the Pental Board

About Pental Limited

At Pental, we are dedicated to delivering the highest quality and value in all our products. We are proud to make a range of branded products (including White King, Country Life, Velvet, Softly, Martha’s, Sunlight, Huggie, Jiffy, Little Lucifer, Aim and Janola) that have been an important part of Australian and New Zealand families for generations. Our goal is to help families live better by providing high quality products for *today’s lifestyles* – which in itself shows our commitment to catering to the ever-changing needs of our consumers’ lifestyles.

Innovation, production efficiencies and quality are the pillars which make up our core focus as providers of quality products and continue to make our manufacturing sustainably successful. More information on Pental is available at: www.pental.com.au



PENTAL LIMITED

LEVEL 6, 390 ST KILDA ROAD VICTORIA AUSTRALIA 3004

TELEPHONE +61 3 9251 2311 FACSIMILE +61 3 9645 3001

ACN 091 035 353 ABN 29 091 035 353