

Heritage Brands

31 October 2014

Dear Shareholders

The Board of Directors of Heritage Brands Ltd (Heritage) is pleased to announce that it has appointed Constantine Gendis to the role of Managing Director to succeed Stephen Goodey. Con will commence duties with Heritage on 10 November 2014

Con joins us from PZ Cussons Pty Ltd Australia and New Zealand where he was the Managing Director. Prior to this role he was the Global Strategy, Marketing and Innovation Director for PZ Cussons PLC and was based in the UK Head office. During his career at PZ Cussons Con also worked in other senior management roles including: 8 years in Nigeria as General Manager for PZ Cussons Nigeria Plc; Managing Director of Nutricima Ltd, a West African Dairy and nutrition joint venture company between PZC and Glanbia PLC (the largest Irish Dairy and Nutrition company); and 6 years as Sales and Marketing Director of PZC Ltd in Thailand.

During his 27 years with the PZ Cussons Group, Con was an experienced Strategic Leader with broad international experience in Africa, Asia, Middle East and Europe. Con also launched and established a number of new brands and categories.

Con was born in Melbourne, completing school at Mentone Grammar School. Con holds a Bachelor of Applied Science (App Chemistry / Biochemistry) and a Post Graduate degree in Business Administration – Major in Marketing, both from Swinburne University of Technology.

We welcome Con to his new role as Managing Director of Heritage Brands Ltd and at the same time thank Steve Goodey for his loyalty and tireless efforts on behalf of the Company over the last five years.

We wish Con every success and are confident that he will add tremendous value to our brands and people at Heritage.



David Fairfull
Chairman

australis INNOXA  IN ESSENCE aromatherapy IMEDEEN[®] REVLON nailene.  Fingers  mode  Oil Garden Aromatherapy