

Asaleo Care is a leader in Personal Care and Hygiene across Australasia

Our essential, everyday consumer products include tampons, pads and liners, nappies, toilet and facial tissue, paper towels and napkins. These consumer products are sold under the popular, recognised household brands of Libra and TENA in Australia and New Zealand; Sorbent, Purex, Handee and Treasures in New Zealand; and Viti, Orchid, Softly, Drypers and Giggles in Fiji.

Our Professional Hygiene brands Tork and TENA are global leaders, with products that include hand towels, toilet and facial tissues, napkins, pads and pants, soaps and other hygiene accessories and proprietary dispensing systems.

Listed on the ASX in 2014, Asaleo Care has a proud heritage of more than 60 years, and a manufacturing and distribution footprint which extends across 15 sites throughout Australia, New Zealand and Fiji.



## Company Overview

BUSINESS SEGMENT	PRODUCT CATEGORY	PRODUCTS	MANUFACTURING FACILITIES*	ROUTE TO MARKET
<b>Retail</b> Contributed 43% of FY19 EBITDA	Feminine Care	Libra <i>Pads, tampons and liners</i>	Springvale, Australia	<b>Retailers</b> Coles, Woolworths, Metcash, Pharmacy, Costco, Foodstuffs
	Incontinence Care	TENA <i>Incontinence pads, pants and liners</i>	Springvale, Australia	
	Baby Care	Treasures, Giggles and Drypers <i>Nappies, nappy pants and wipes</i>	Te Rapa, New Zealand	<b>Web shops</b> (Customer list is not exhaustive)
	Consumer Tissue New Zealand and Pacific Islands	Sorbent, Purex, Handee, Orchid, Viti and Softly <i>Toilet tissue, facial tissues, paper towel, and napkins</i>	Kawerau, New Zealand Nakasi, Fiji	Foodstuffs, Woolworths (Customer list is not exhaustive)
<b>Business-to-business</b> Contributed 57% of FY19 EBITDA	Professional Hygiene	Tork <i>Hand towel, toilet tissue, napkins, soap, facial tissues and other hygiene accessories</i>	Kawerau, New Zealand Nakasi, Fiji	<b>Distributors</b> Bunzl, OfficeMax, WINC (Customer list is not exhaustive)
	Incontinence Care	TENA <i>Incontinence pads, pants and liners</i>	Springvale, Australia	<b>Healthcare</b> Hospitals, Aged care facilities, Community care

\* The Company also imports a number of products from Essity group companies.

## Our Business Strategy

Asaleo Care manufactures and sells essential, everyday consumer and business-to-business products for personal care and hygiene across Australasia.

To produce many of our products, we import and locally convert sustainable fibre sources into tampons, pads and liners, toilet paper, facial tissues, paper towels, napkins and nappies for our personal care and tissue products. Our Tork and TENA brands are global leaders which we sell and distribute in the business-to-business and retail markets. Asaleo Care is recognised and trusted for quality, branded products which today represent close to 94 per cent of our revenue, with the remainder being private label.

Our customers and consumers are at the centre of everything we do – from new product development and innovation driven by customer and consumer insights to consistently delivering the highest quality products and services. Our access to a pipeline of world-leading research, development and innovation for the Tork and TENA brands through our relationship with Essity allows us to provide new, market-leading product features, packaging and promotion that adds value.

Importantly, we maintain an intense focus on improving efficiency and productivity, whether it's through reducing energy usage or improving the performance of our manufacturing facilities, we work hard to get the best quality, value and benefit for our customers, our consumers and our shareholders.

We are proud of the contribution we make in our communities where we work and live. Our employees volunteered with our major corporate charity partner, Ronald McDonald House in Australia and New Zealand, and in Fiji with

Viti Amma and Corona Club at the Suva Colonial War Memorial Hospital and Heart for Kids. Since listing, we have donated more than \$600,000 in product and financial donations to our communities and causes.

## Our Relationship with Essity

Essity is a major shareholder of Asaleo Care, holding approximately 36 per cent of the Company's shares. Asaleo Care has commercial arrangements with Essity for the supply and purchase of personal care and professional hygiene products, and licensing of certain trademarks, technology and intellectual property to 2027.

## Our Purpose

Guided by Our Vision to be the leader in personal care and hygiene in Australasia, and driven by Our Purpose of **Care, comfort and confidence every day**, we aim to:

- + Differentiate our offering through:
  - innovation driven by consumer insight
  - a guarantee of the highest quality products and services
  - environmental and Corporate Social Responsibility (CSR) leadership
- + Deliver world-class planning and processes that offer speed-to-market, inventory flexibility, high quality standards and rapid customer response
- + Engage exceptional people through:
  - Safety first approach
  - Leader-led accountable culture
  - Aligned and collaborative teams
  - Attraction of talented people learning, growing and being rewarded

## Our Values

We know we are successful when we exceed the expectations of our customers, consumers and shareholders and we create a workplace where our people perform at their very best every day.



## A Company of Brands

Asaleo Care's portfolio includes leading brands of essential, everyday consumer products in Australia, New Zealand, Fiji and the Pacific Islands. Many are heritage brands, recognised and trusted by customers and consumers for more than 60 years.

In New Zealand, we are well known for our popular brands Purex and Sorbent toilet and facial tissue, Handee paper towel, and Treasures nappies. Our Viti toilet tissue and Orchid toilet and facial tissue, napkins and paper towel, are recognised and trusted brands in Fiji and the Pacific Islands.

Our Tork and TENA business-to-business brands for professional hygiene and incontinence are world leaders within their market categories.

Innovation and product development are critical to building our brands. We're recognised in our markets for leading the way to improve, innovate and often revolutionise our products, breaking down taboos for periods and incontinence, and adapting our systems and services to better meet our customer needs and provide greater value.

Libra tackled the stigma around periods head on with its #bloodnormal advertising and promotional campaign in 2019. Taking an open and honest approach to normalise periods in mainstream culture, the campaign is an Australian first for a feminine care brand which seeks to change the conversation around periods.

At major events with large crowds, washroom management is always a pressure point. Tork's PeakServe fast hand towel dispensing product gives visitors at our customers' venues a better experience with less wait times and cleaner facilities.

TENA is at the forefront of innovation with products and support services that help advance understanding and knowledge about incontinence management. Products like TENA Discreet, featuring its thinnest pad ever to provide maximum discretion, and TENA Identifi, a sophisticated incontinence assessment system to support high-quality, individualised care, were both launched during the year.

Driven by customer insights, we're constantly looking for ways to provide better solutions and deliver greater value. Because our customers and our consumers are at the heart of everything we do at Asaleo Care.



**Australia**

244 employees

**New Zealand**

352 employees

**Fiji**

92 employees



1	Distribution centre	<b>Melbourne</b>
2	Manufacturing facility	<b>Springvale</b> Product Categories: Feminine Care, Incontinence Care and Professional Hygiene Brands: Libra, TENA and Tork
3	Distribution centre	<b>Sydney</b>
4	Distribution centre	<b>Brisbane</b>
5	Distribution centre	<b>Adelaide</b>
6	Distribution centre	<b>Perth</b>

7	Distribution centre	<b>Auckland</b>
8	Distribution centre	<b>Christchurch</b>
9	Distribution centre	<b>Tauranga</b>
10	Distribution centre	<b>Palmerston North</b>
11	Manufacturing facility	<b>Te Rapa</b> Product Category: Baby Care Brands: Treasures
12	Manufacturing facility	<b>Kawerau</b> Product Categories: Consumer Tissue and Professional Hygiene Brands: Sorbent, Handee, Purex and Tork

13	Distribution centre	<b>Labasa</b>
14	Distribution centre	<b>Nadi</b>
15	Manufacturing facility	<b>Nakasi</b> Product Categories: Consumer Tissue and Professional Hygiene Brands: Orchid, Viti, Softly and Tork