



## MARKET RELEASE

5 November 2003

### Icon brands in Australian hands with Symex deal.

Five of Australia and New Zealand's icon personal care and home cleaning brands are secured in Australian hands under a new agreement announced today.

Pental Products Pty Ltd., a wholly owned subsidiary of Symex Holdings Ltd. (ASX:SYM) has signed a sales and licence agreement with the English-Dutch Company, Unilever, for the brands **Sunlight**, **Velvet**, **Lux Flakes**, **Softly** and **Knights Castille**. These brands will be very familiar to the homes of Australians and New Zealanders.

Symex expect gross sales to increase by approximately \$24 million per annum from sales of the brands to be added to the Pental stable. The acquisition will be debt funded and earnings per share positive. Settlement is expected in late 2003 or early 2004.

Announcing the deal, Managing Director of Symex Holdings, Mike Newton said, "The completion of the licensing and sales agreements for these five established and proven leading brands will elevate Pental's market presence and trade significance in the personal care and home cleaning categories.

"Improved fixed overhead recovery together with improved manufacturing and supply chain efficiencies make this acquisition an ideal synergistic fit for Pental," he said.

**Sunlight** lemon dishwashing liquid was first launched in Australia and New Zealand in 1967 as a premium-quality brand with a 'value for money' promise. **Sunlight** was promoted for its unique lemon juice ingredient with 'a fresh, sharp, sunlight clean.' It currently holds a strong market position in the Australian and New Zealand dishwashing market.



Mr Newton said, "History is repeating itself. The **Sunlight / Velvet** laundry soaps were first produced in 1900 at the current site of Symex's Oleoproducts manufacturing plant in Port Melbourne.



"The success of the early **Sunlight / Velvet** laundry soaps formed the basis of modern day mass production, marketing and advertising for laundry products. The four-tablet laundry product is marketed as **Sunlight** in New South Wales, Queensland and New Zealand and as **Velvet** in the other Australian states and territories," he said.

**Personal Sunlight** and its twin, **Personal Velvet**, were introduced in 1963 as a personal washing version of the original laundry soap. Economically packaged in five-tablet cartons and very lightly perfumed, **Personal Sunlight / Velvet's** appeal ensured the brand extended far beyond those consumers who were already using the laundry bar.

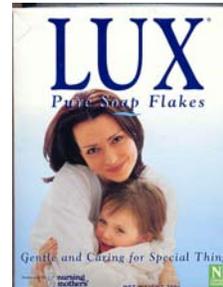


Initially available only in yellow, a white variant was introduced in the late 1980's to emphasise **Personal Sunlight / Velvet's** identity as a bath soap independent of its laundry soap heritage.



Today the five-pack **Sunlight / Velvet** brand is one of the leading brands in its segment. Consumers are heavily attached and very loyal to the value-for-money pure soap found in the personal **Sunlight / Velvet** pack.

Another of the newly acquired brands, **Lux Flakes**, was first marketed by Lever Bros. in the UK in 1900 and introduced into the Australian and New Zealand Market in 1903. Made from 100% pure soap, these fine diamonds of soap have proven to be a reliable product for hand-washing delicates where colour retention and fabric integrity is a key requirement. **Lux Flakes** is especially formulated for delicate garments such as baby clothes, nappies and other fine fabrics. **Lux Flakes** is endorsed by the Nursing Mothers' Association of Australia.



**Softly** was developed in conjunction with the Australian Wool Corporation (now known as The Australian Wool Research and Promotion Organisation) and the CSIRO in the early 1960's and launched on the Australian and New Zealand market in 1964. It became the market leader by 1973. **Softly** is recommended today by the Australian Wool Research and Promotion Organisation for the washing of woollens. It is non-alkaline and dissolves and lathers easily for use in both hand and machine washing.



The premium family bar soap, **Knights Castille** is familiar to many people around the world. Not yet marketed in Australia, **Knights Castille** is a strong brand in New Zealand with a very loyal group of consumers.



Chairman of Symex Holdings, Alan Stockdale, commented, "Apart from the operational synergies we will achieve with our existing Pental products in the personal care and home cleaning categories, further product and "channel to market" extensions are a key benefit these icon Australian and New Zealand brands now bring to Pental.

#### ABOUT SYMEX HOLDINGS LTD

Symex is a manufacturer of Glycerine, Stearine, Oleine and DFA for the global market. Symex products are derived from naturally occurring fats and oils such as tallow and coconut oil. In excess of 60 % of Symex production is exported.

Pental Products Pty. Ltd. is a wholly owned subsidiary of Symex Holdings Ltd. Pental is Australia's largest manufacturer of soap supplying the Australian market under its own brands which include ***Country Life*** and ***Natural Selections*** as well as contract manufacturing for a number of other well known consumer brands and businesses. Shortly Pental will be adding ***Sunlight*** Dishwashing Liquid, ***Sunlight / Velvet*** Laundry and ***Sunlight / Velvet Personal*** Bath Soaps, ***Lux Flakes***, ***Softly***, and ***Knights Castille*** to its brand portfolio. Pental will also be extending its market penetration into New Zealand and the Pacific Islands.

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