

Company Overview



Asaleo Care is a leader in personal care and hygiene across Australasia.

We manufacture and sell leading brands of essential, everyday consumer and business-to-business products across Australia, New Zealand, Fiji and other Pacific Islands.

We have a portfolio of global leading brands and local heritage brands that have been trusted by customers and consumers for more than 60 years. Our quality branded products today represent close to 94 per cent of our revenue, with the remainder coming from private label.

Our core retail brands are Libra, TENA, Purex, Sorbent and Handee (in New Zealand only), offering tampons, pads,

liners, toilet and facial tissue, wipes and paper towels. We are also well known for our popular brands Viti toilet tissue, Orchid toilet and facial tissue, napkins and kitchen towels, and Drypers nappies in Fiji and the Pacific Islands.

On 29 December 2021, Asaleo Care acquired TOM Organic, a leading Australian organic feminine care business. The TOM Organic brand portfolio includes tampons, pads, liners, period briefs and menstrual cups. The acquisition is an important strategic step for Asaleo Care as it enters the fast growing 'better-for-you' personal care sub-category. Growth in this category is being driven by increasing demand from consumers who prefer natural and sustainable products as part of their personal care repertoire.

Our Tork and TENA business-to-business brands for professional hygiene and incontinence are world leaders within their market categories. Through Tork, we manufacture and market a broad range of commercial hygiene solutions, while our TENA business focuses on providing incontinence products, systems and support to healthcare professionals and facilities.

Listed on the Australian Securities Exchange (ASX) in 2014, Asaleo Care has a manufacturing and distribution footprint which extends across 14 sites throughout Australia, New Zealand and Fiji.

BUSINESS SEGMENT	PRODUCT CATEGORY	PRODUCTS	MANUFACTURING FACILITIES*	ROUTE TO MARKET
Retail Contributes 46% of FY20 EBITDA	Feminine Care	Libra Pads, tampons, liners and pants	Springvale, Australia	Retailers Coles, Woolworths, Metcash, Pharmacy, Costco, Foodstuffs Web shops (Customer list is not exhaustive)
	Incontinence Care	TENA Incontinence pads, pants and liners	Various products produced at Springvale, Australia	
	Baby Care	Drypers Nappies, nappy pants and wipes	Imported from Malaysia	
	Consumer Tissue New Zealand and Pacific Islands	Sorbent, Purex, Handee, Orchid, Viti and Softly Toilet tissue, facial tissues, paper towel and napkins	Kawerau, New Zealand Nakasi, Fiji	Foodstuffs, Woolworths (Customer list is not exhaustive)
Business-to-Business Contributes 54% of FY20 EBITDA	Professional Hygiene	Tork Hand towel, toilet tissue, napkins, soap, facial tissues and other hygiene accessories	Kawerau, New Zealand Nakasi, Fiji	Distributors Bunzl, OfficeMax, WINC (Customer list is not exhaustive)
	Incontinence Care	TENA Incontinence pads, pants and liners	Springvale, Australia	Healthcare Hospitals, aged care facilities, community care



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

OUR BUSINESS STRATEGY

Our Values reflect the behaviours that shape how we work with each other, our business partners and the wider community.



Pride

We are proud of our company and its brands and take pride in working safely, collaboratively and supporting one another to get the job done.



Integrity

We do what we say we will do and act in an open, honest and transparent manner.



Courage

We confront our challenges and have the confidence to make difficult decisions and are always seeking to do things better.

Our Vision is to become the leader in personal care and hygiene in Australasia.

Our strategy to drive growth remains focused on building a strong foundation for our business by investing in our brands and putting the needs of our customers and consumers first.

Four pillars underpin our strategy. These pillars focus on the key value drivers for the Company and set out the priorities that will help us achieve our vision and grow long-term shareholder value.

- ✓ Delivering profitable sales growth
- ✓ Driving customer-led innovation through differentiated products and services
- ✓ Advancing supply chain excellence through world-class planning and process
- ✓ Continuing to apply disciplined capital management practices

Underpinning our strategy is a culture of ownership and accountability which will enable us to perform while supporting our people to succeed; and investing in technology to deliver an exceptional customer experience.

Our Purpose is to provide **care, comfort and confidence every day**. It is core to our decision-making, drives action and inspires our people to make a positive impact every day.

As we navigate a global pandemic that has impacted us all, our Purpose holds truer than ever before. We are united around a shared ambition to deliver innovative personal care and hygiene solutions, which empower people to take steps to improve their health and wellbeing. Through our products and services, we aim to improve quality of life for our consumers by providing access to essential products, breaking barriers and taboos around hygiene and health, and encouraging them to live confidently every day.

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.

Our commercial relationship with Essity

Essity is a major shareholder of Asaleo Care, holding approximately 36.2 per cent of the Company's shares. Asaleo Care has commercial arrangements in place with Essity for the supply and purchase of Personal Care and Professional Hygiene products, and licensing of certain trademarks, technology, and intellectual property.

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 solutions to consumers.

OUR OPERATIONS



Australia

265 employees

Distribution centre // Perth

Distribution centre // Brisbane

Distribution centre // Sydney

Distribution centre // Melbourne

Manufacturing facility // Springvale

Product Categories: Feminine Care, Incontinence Care and Professional Hygiene
Brands: Libra, TENA and Tork

Distribution centre // Adelaide



New Zealand

326 employees

Distribution centre // Auckland

Distribution centre // Tauranga

Manufacturing facility // Kawerau

Product Categories: Consumer Tissue and Professional Hygiene
Brands: Sorbent, Handee, Purex and Tork

Distribution centre // Palmerston North

Distribution centre // Christchurch

On 25 June 2020, Asaleo Care announced its withdrawal from its Baby Diaper business in New Zealand, resulting in the closure of the Te Rapa manufacturing facility.



Fiji

89 employees

Distribution centre // Labasa

Distribution centre // Nadi

Manufacturing facility // Nakasi

Product Categories: Consumer Tissue and Professional Hygiene
Brands: Orchid, Viti, Softly and Tork