

A teal circular logo containing the word "BLACKMORES" in white, uppercase, sans-serif font. The background of the slide features a close-up of a purple lavender flower on the right side, with several overlapping translucent circles in shades of teal and light green on the left side.

**BLACKMORES<sup>®</sup>**

# Investor Briefing

**First Quarter Results  
25 October 2018  
Blackmores Limited**

# FIRST QUARTER UPDATE

↑ 7%

**Blackmores continues strong revenue growth and first quarter profit of \$16.5 million, up 7% compared to prior corresponding period**

↑ 15%

Revenue of \$154 million, up 15% compared to prior corresponding period

↑ 19%

Strong sales growth in Australia. Additional brand investment is driving revenue growth. Gross margins have improved.

**No.1**

Blackmores remains #1 brand in Australia with 17.5% market share

↑ 30%

China in-country sales growth strong at 30%. Overall sales growth to Chinese consumers estimated at 18%

↑ ↑ **Asia**

Hong Kong up 59%, Taiwan up 167%, Korea up 76%, Indonesia up 115%

Natural Vitamin E Cream launched in Thailand, Malaysia, Singapore and Taiwan

BioCeuticals will shortly commence medicinal cannabis trial

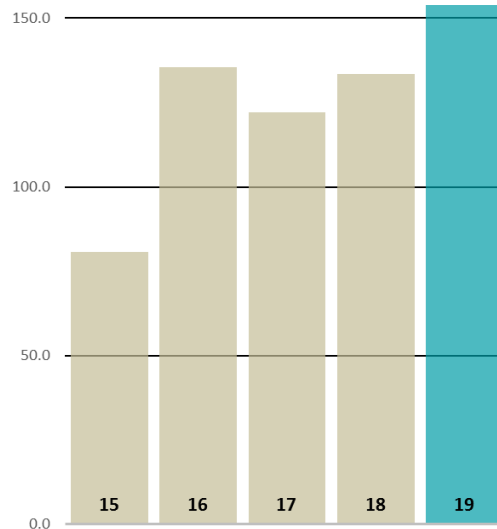
# FIRST QUARTER F19

AUD \$m	F19	F18	% vs LY
Revenue	154.0	133.5	+15%
EBITDA	27.1	24.3	+11%
EBIT	24.4	22.2	+10%
Net interest expense	1.0	0.8	+18%
Profit before tax	23.4	21.4	+10%
Income tax expense	7.1	6.3	+13%
NPAT*	16.5	15.4	+7%

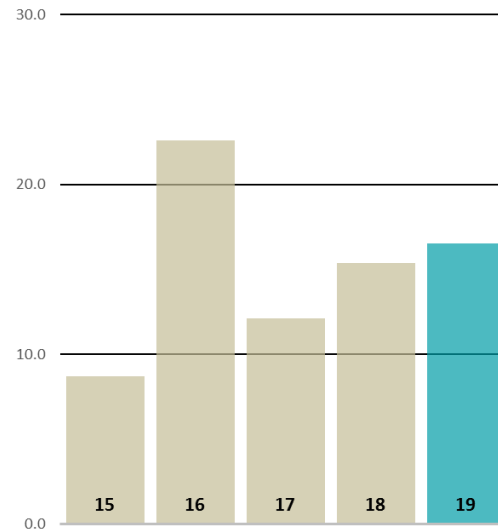
\*Profit for the period attributable to the owners of Blackmores Ltd

## Q1 RESULTS

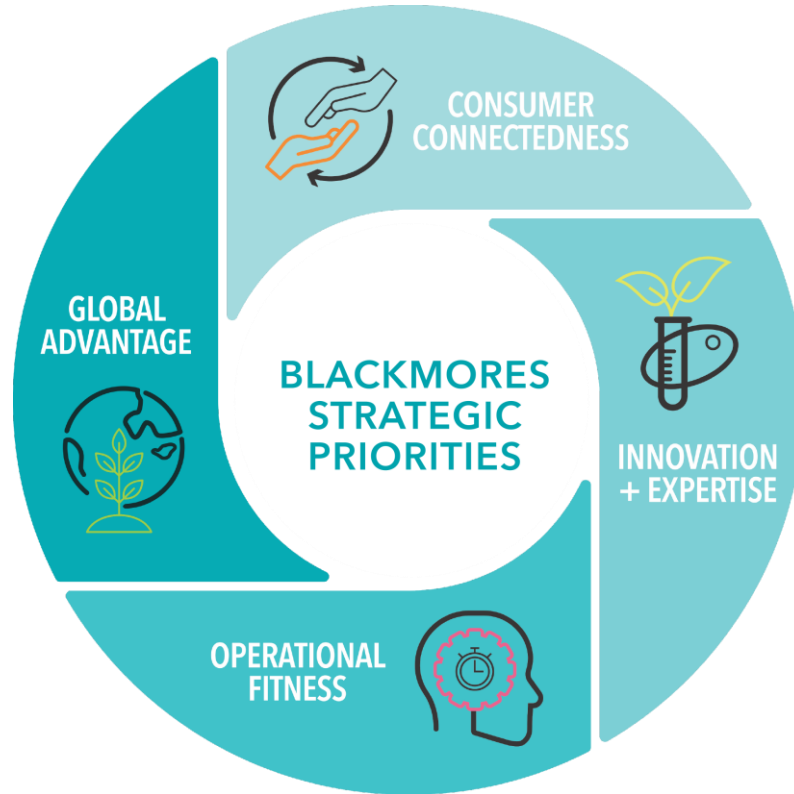
### REVENUE (\$m)



### NPAT (\$m)



# TRANSFORMING OUR BUSINESS





# Sustainability Report 2018

BLACKMORES®

Healthy People,  
Healthy Planet

[blackmoressustainability.com.au](http://blackmoressustainability.com.au)



# OUTLOOK

- Our outlook is for continued growth for full year.
- Our financial position remains strong.
- Our outlook for Asia remains strong. We are confident that China sales through both e-commerce and traditional retail will continue to grow strongly in the future.
- Investing in our strategic priorities.
- Preparing to take ownership of Braeside manufacturing site by October 2019.
- Blackmores will be a major exhibitor at the China International Import Expo in Shanghai next month.
- Shawn Dou announced this week as Blackmores' new Ambassador in China.



Shawn Dou,  
Blackmores Brand Ambassador



# QUESTIONS?

**BLACKMORES®**