



16 February 2021

## ASX ANNOUNCEMENT

### Change to Duracell Distribution Agreement

Pental Limited ("Pental" or the "Company") advises that it has agreed in principle to a change to its distribution agreement with Duracell so that, effective May 10th, 2021 the parties will implement a new route-to-market arrangement that will see Duracell directly supply and manage some of the major retail chains in the Australian market.

In light of Pental's success in growing Duracell sales, Duracell's partnership with Pental will continue and now focus on driving distribution and sales growth across a wide range of customers and specialized sales channels which have major growth potential for Pental and Duracell.

Duracell and Pental will continue to work in partnership building the Duracell brand in Australia. Pental does not anticipate a material change to its Full Year 2021 underlying EBIT result as a consequence of the changes outlined. We will monitor business performance and expectations for FY22 and provide guidance to the market as necessary.

#### About Pental Limited

At Pental, we are dedicated to delivering the highest quality and value in all our products. We are proud to make a range of branded products (including White King, Country Life, Velvet, Softly, Martha's, Sunlight, Huggie, Jiffy, Little Lucifer, Aim and Janola) that have been an important part of Australian and New Zealand families for generations. Our goal is to help families live better by providing high quality products for *today's lifestyles* – which in itself shows our commitment to catering to the ever-changing needs of our consumers' lifestyles.

Innovation, production efficiencies and quality are the pillars which make up our core focus as providers of quality products and continue to make our manufacturing sustainably successful. More information on Pental is available at: [www.pental.com.au](http://www.pental.com.au)

Authorised for disclosure by the Pental Board



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