

McBride plc at-a-glance

- Europe's leading provider of private label household and personal care products
- Absolutely focused on two chosen product categories
- 19 factories in seven countries plus a sourcing office in Hong Kong and a factory in China

- Turnover of approximately £800m – well over twice the size of the closest competitor
- Turnover split approximately 80% household and 20% personal care products
- Supplies over 95% of Europe's top 50 retailers including: Carrefour, Tesco, Metro, Rewe, Aldi, Wal-Mart and Sainsbury's.
- No. 1 private label producer of household and personal care in UK, France, Italy and Poland

- Growth prospects supported by growth in private label share and pan European growth. (particularly in Eastern Europe, where private label penetration is low)

- Chief Executive: Chris Bull; Finance Director; Richard Armitage
- Over 5,000 employees
- Three divisions: UK, WCE (Western Central Europe), and CEE (Central and Eastern Europe)
- Key performance indicators: customer service level, organic revenue growth, adjusted EPS, return on capital employed and waste efficiency

- Head/registered office:
Centre Point, 103 New Oxford Street, London WC1A 1DD telephone +44 (0)20 7539 7850
- Full listing on London Stock Exchange
- Index: FTSE 250, FTSE 350, FTSE All Share
- Sector: Household Goods & Home Construction
- EPIC: MCB
- Year end: 30 June

- Mission:
To deliver household and personal care products of exceptional value and performance to our customers

- Strategy:
 - Use our skills, expertise and resources to drive private label growth
 - Transform our personal care business
 - Extend our geographical presence
 - Grow our five key product categories* so they become more than 70% of sales
 - Optimise the co-ordination of Product Development, Supply Chain, Quality and Human Resources across the group
 - Achieve best-in-class quality and service levels
 - Use the full potential of our manufacturing capabilities across the group
 - Create an environment where all our colleagues can give of their best

- *Key growth product categories:
 - Automatic dishwashing tablets
 - Personal care
 - Air care
 - Laundry liquids
 - Specialist cleaners, including trigger cleaners

- Comprehensive range of household and personal care products
 - Household
 - Dishwashing e.g. dishwashing machine tablets
 - Textile washing e.g. washing powders, tablets and liquids
 - Household cleaners e.g. toilet cleaners
 - Air care e.g. time release air fresheners
 - Personal care
 - Hair care e.g. shampoo
 - Baby care
 - Body care e.g. liquid soap
 - Male grooming e.g. shaving foam
 - Oral care e.g. toothpaste

- Also has a select portfolio of household and personal care brands

- Additionally provides contract manufacturing for brand-owners