

## At a glance

- McBride is Europe's leading provider of private label household and personal care products with a growing position in Central & Eastern Europe and South East Asia.
- Production capability in 11 countries plus a sourcing office in Hong Kong and sales office in Australia.
- Extended geographic reach with Personal care production capabilities in Malaysia and Vietnam and the acquisition of a skincare business in Brno, Czech Republic.

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- Turnover of approximately £800m
  - Turnover split approximately 80% household and 20% personal care products
  - Supplies over 95% of Europe's top 20 retailers including Aldi, Auchan, Carrefour, Casino, Edeka, Leclerc, Metro, Rewe, J Sainsbury's, Tesco and Asda/ Wal \*Mart
  - No. 1 private label producer of household and personal care in UK, France, Italy and Poland

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- Growth prospects supported by growing demand for private label products driven by consumers seeking value for money, retailers looking to differentiate their offer, and build loyalty. Retail concentration and globalisation provide longer term potential to export private label capabilities to developing and emerging markets.

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- Around 5,000 employees
  - Full listing on London Stock Exchange
  - Head/registered office: Middleton Way, Middleton, Manchester, M24 4DP
  - Telephone +44 (0) 161 653 9037
  - Index: FTSE All Share
  - Sector: Household Goods & Home Construction
  - EPIC: MCB
  - Year end: 30 June
  - Four divisions: UK, WCE (Western Continental Europe), CEE (Central and Eastern Europe) and South East Asia
  - Key performance indicators: include organic revenue growth, private label penetration, % of sales from developing and emerging markets and core growth categories, manufacturing efficiency in addition to financial performance targets of ROS, ROCE and cash flow.
  - McBride has been accepted into the FTSE4Good Index of leading companies which meet globally-recognised corporate responsibility standards

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### Mission:

**To be the leading provider of Household and Personal Care products of exceptional value and performance to our customers and their consumers**

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### Strategy:

**Our strategy is to drive Private Label growth in Household and Personal Care products throughout Europe and into the developing and emerging markets of Central and Eastern Europe and South East Asia.**

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**We will achieve this through:**

- Using our Group skills, expertise and resources to drive Private Label growth
- Extending our geographical presence in Central Eastern Europe and South East Asia
- Growing our scale in our core and future growth categories\*
- Leverage our size, scale and capabilities to improve responsiveness and speed to market through a Group approach to product development and category development.
- Implementing Lean manufacturing principles at all manufacturing sites
- Achieving best-in-class quality and service levels
- Continually accessing our manufacturing capabilities across the group
- Creating an environment where all our colleagues can give of their best

\* 3 core growth categories: laundry liquids, machine dishwashing, specialist cleaners, and future growth categories: skin care, non aerosol air care, male grooming and mouthwash

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**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. specialist trigger cleaners
- Air care e.g. time release air fresheners, reed diffusers

## Personal Care

- Bath and body care e.g. shower gels, liquid soap and deodorants
- Skincare e.g., facial skin care, anti- ageing skin creams
- Hair care e.g. shampoo and styling
- Male grooming e.g. shaving foam
- Oral care e.g. mouthwash

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- An extensive portfolio of household and personal care brands

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- Large scale contract manufacturing capability for brand-owners
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