

MCPHERSON'S

ESTD. 1860

ASX Announcement

CEO Succession

19 October 2026

McPherson's Limited (**ASX:MCP**) announces that Chief Executive Officer and Managing Director, Mr Brett Charlton, has informed the Board of his decision to step down from his role after more than three years leading the Company. The Board respects and supports his decision.

In accordance with his employment agreement, Mr Charlton has a six-month notice period and will continue to fulfil his responsibilities, including as an executive director of the Company, until such time as agreed with the Board.

The Board will commence a search for a successor immediately and will appoint an executive search firm to assist with this process.

Mr Charlton joined McPherson's in August 2023 and has led a transformation of the Company, including reshaping its brand portfolio and route to market along with strengthening organisational capability.

Chairman Mr Ari Mervis, said:

"On behalf of the Board, I would like to thank Brett for his leadership, commitment and contribution to McPherson's over the past three years.

Brett joined the Company at a time when change was required and has led a comprehensive transformation of the business. Under his leadership, McPherson's has evolved the business to a pure play health and beauty business, simplified its operating model, and strengthened its organisational capabilities.

The Board thanks Brett for his contribution and appreciates his commitment to supporting an orderly transition. He will leave the business well positioned for its next chapter."

Brett Charlton, said:

"It has been a privilege to lead McPherson's and work alongside such a talented and committed team. I am incredibly proud of what we have achieved together over the past three years and grateful to our employees, customers and suppliers.

I believe now is the right time to step down and transition the leadership of the Company for its next phase. McPherson's is well placed for the future and I remain fully committed to supporting the Board and my colleagues to ensure an orderly handover."

Further updates regarding the CEO succession process will be provided in due course.

Authorisation

This ASX announcement has been authorised by the McPherson's Limited Board of Directors.

For further information please contact

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About McPherson's Limited

McPherson's Limited is a supplier of some of Australia's well-known essential health and beauty products. The Company's portfolio is anchored in iconic household brands: 'Manicare', 'Swisspers', 'Lady Jayne', 'Maseur', 'Glam', 'Dr. LeWinn's' and 'Fusion Health'. McPherson's strategy is to invest in and grow these brands through the pharmacy, grocery, health food and e-commerce channels. McPherson's is headquartered in Sydney and is listed on the Australian Securities Exchange.

For further information, please visit www.mcphersons.com.au