

Swallowfield plc

27th AGM

14th November 2013

This presentation contains strategic targets which, for the avoidance of doubt are not intended to be forecasts.

Brendan Hynes

Chairman

“Welcoming Address and Opening Remarks”

Order for the Day

- Voting on the proposed resolutions
- Shareholder presentation
- Questions from the floor

Resolution 1

To receive and adopt the annual statement of accounts and the reports of the directors and auditors for the year ended 30 June 2013

Resolution 2

To re-elect B M Hynes as a
director

Resolution 3

To re-elect C G How as a
director

Resolution 4

To re-elect F P Berrebi as a
director

Resolution 5

To re-elect J M Fletcher as a
director

Resolution 6

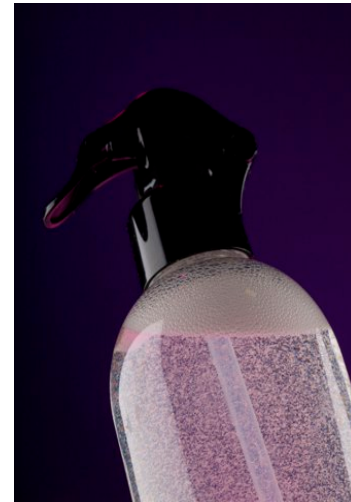
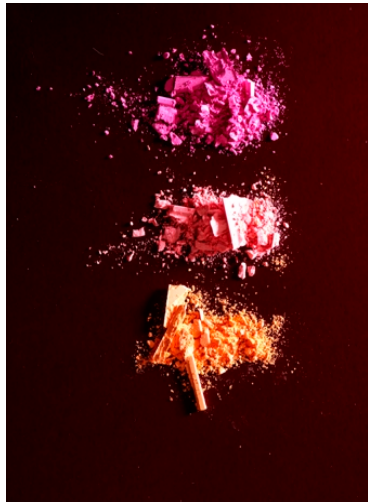
To re-elect M W Warren as a
director

Resolution 7

To authorise the directors to determine the auditors' remuneration

Resolution 8

To re-appoint Grant Thornton UK LLP
as auditors to hold office until the
conclusion of the next Annual
General Meeting of the Company



AGM Briefing Full Year 2013

November 2013

FY13 'Highlights'

- H2 = break even
- Full year loss = £1m (£0.5m pre-exceptionals)
- Sales -16%
- Sales excl. Top 3 = +21%
- Export Sales +34%, now = 35% of total sales
- Improved cost base now in place plus improvements in material costs and inventory

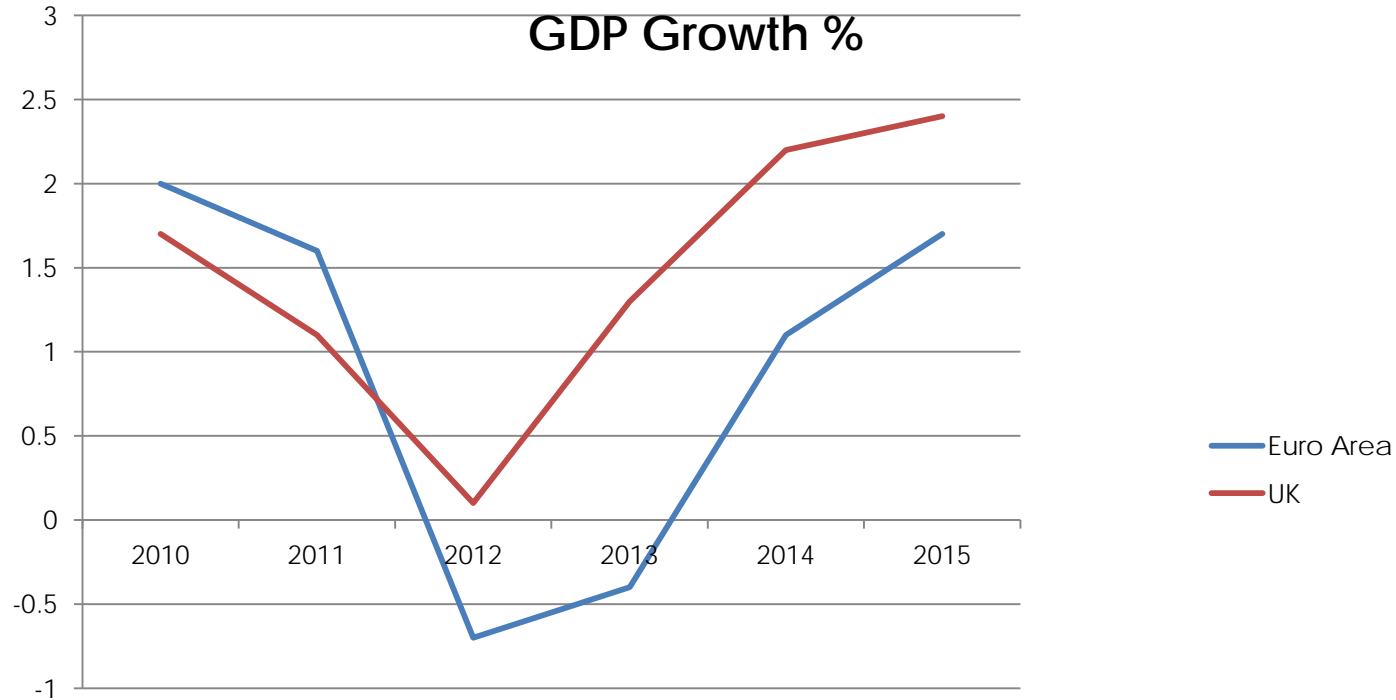
FY14 Outlook

- A year of stabilisation
- Budgeted to return to profit
- Underpinned by cost improvements and modest sales growth
- Trading so far is reasonable

Some Things to Build On

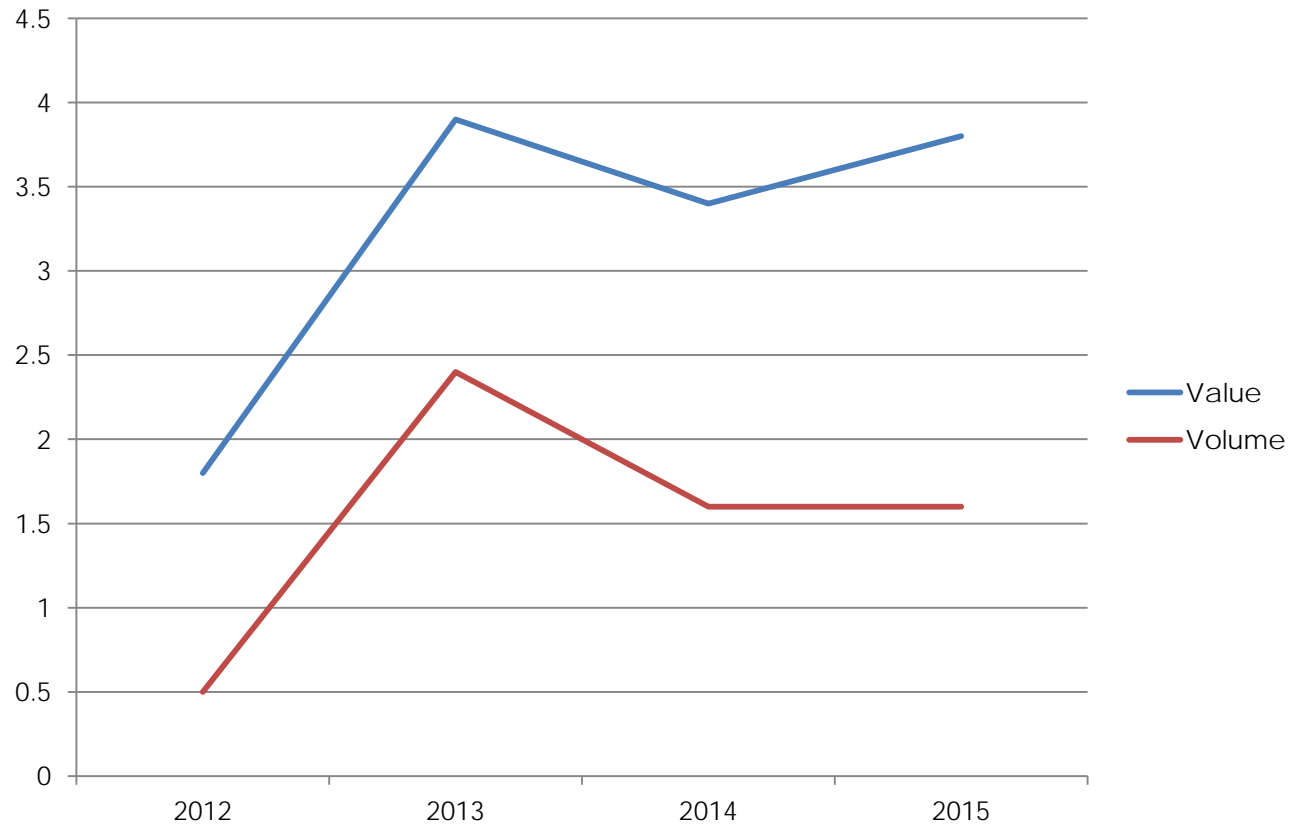
- Customer base
- Broad range of technical ability esp. aerosols
- Our people
- Flexible processes and assets
- Major opportunity to focus resources on 'best return' categories and customers
- Major opportunity to re-work structures and processes to drive efficiency and quality

Our Business Environment



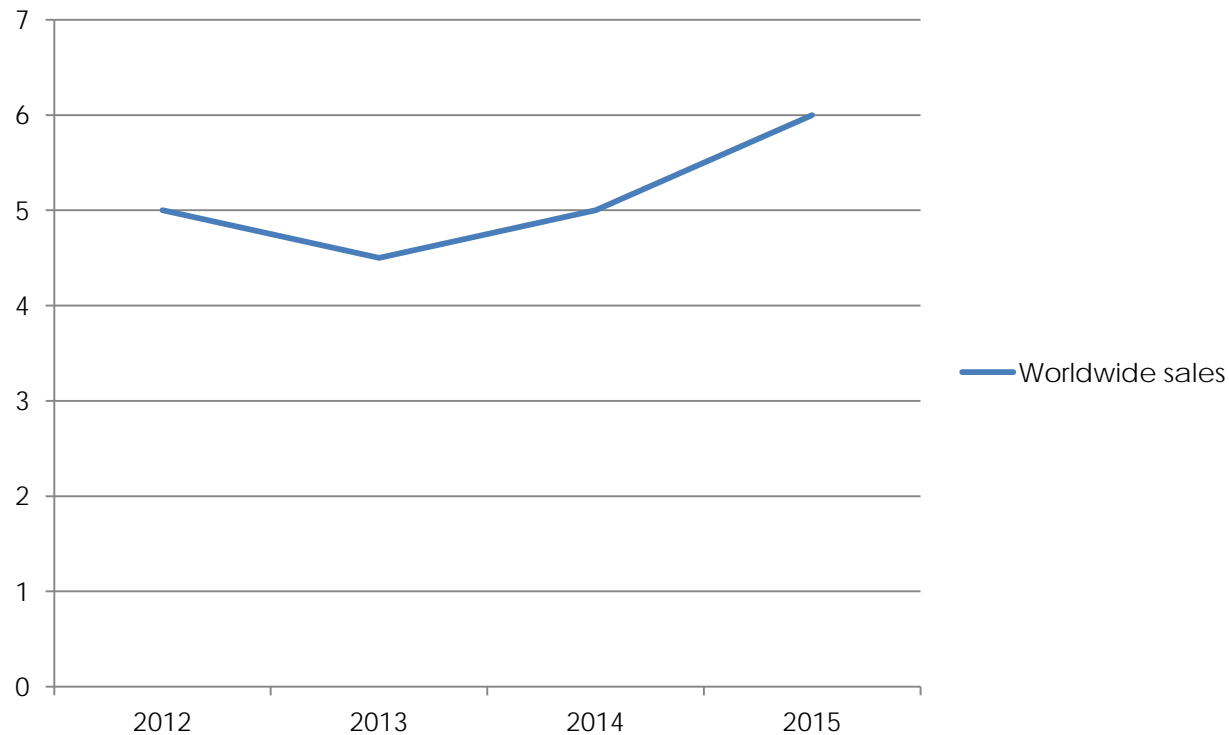
Our Business Environment

UK Retail Growth %



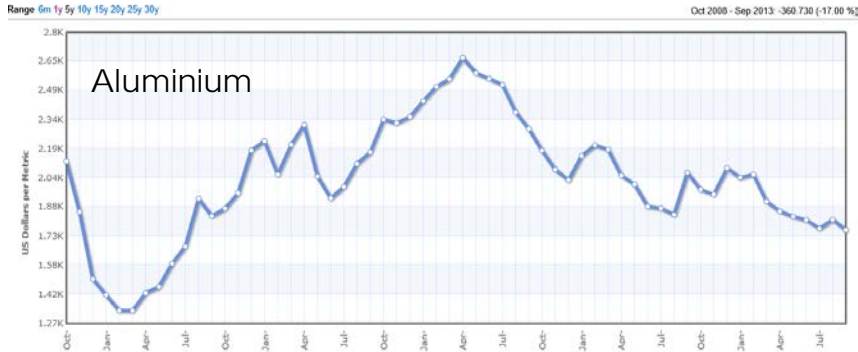
Our Business Environment

Luxury Goods Sales Growth %

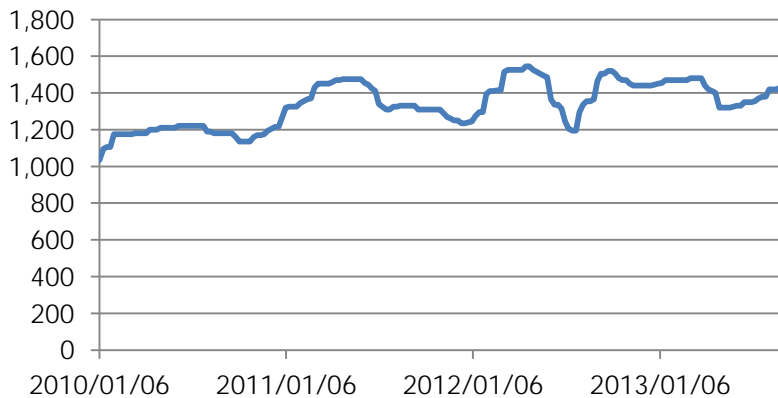


Our Business Environment – Input prices relatively stable

Aluminum Monthly Price - US Dollars per Metric Ton



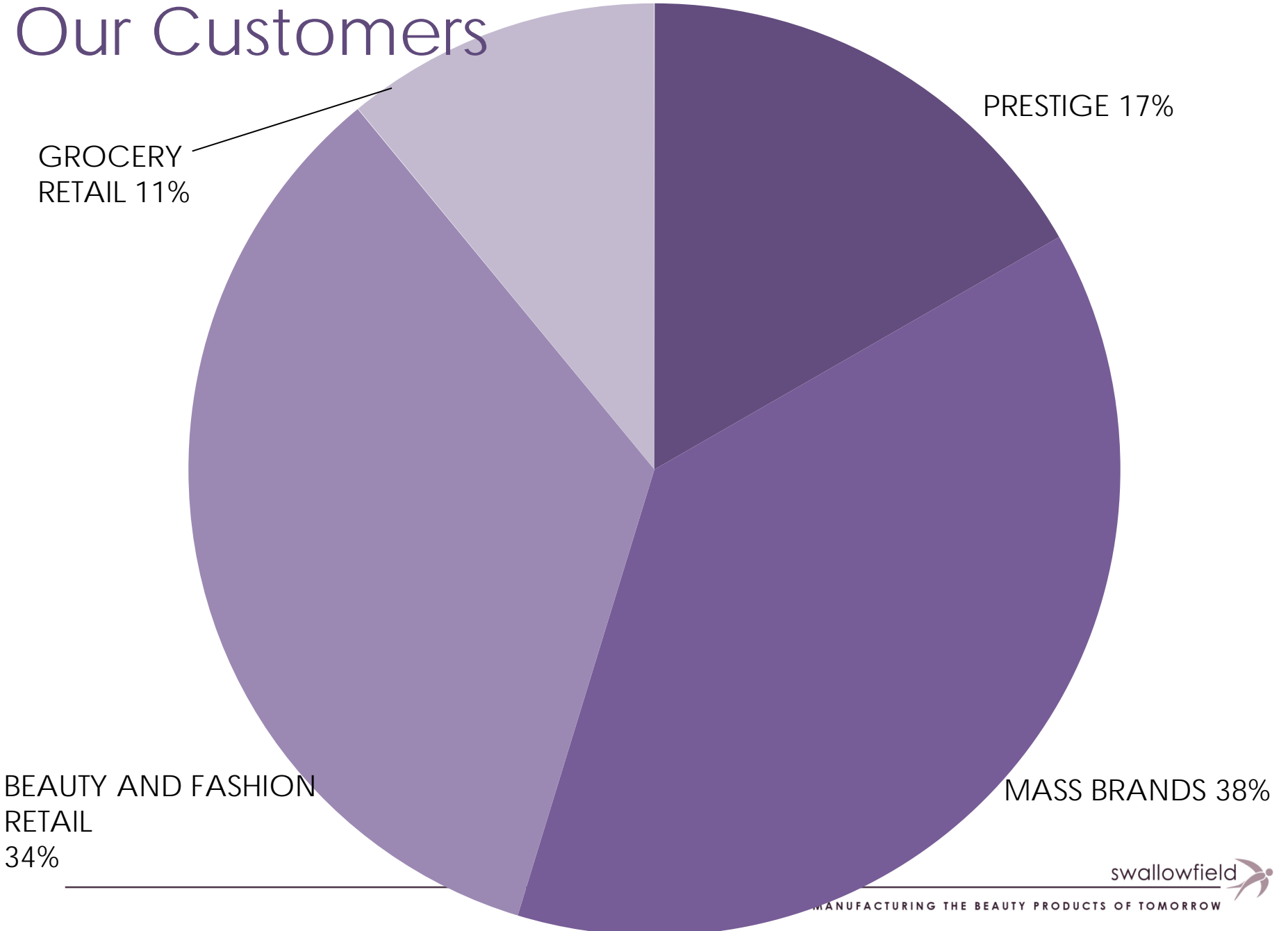
HDPE



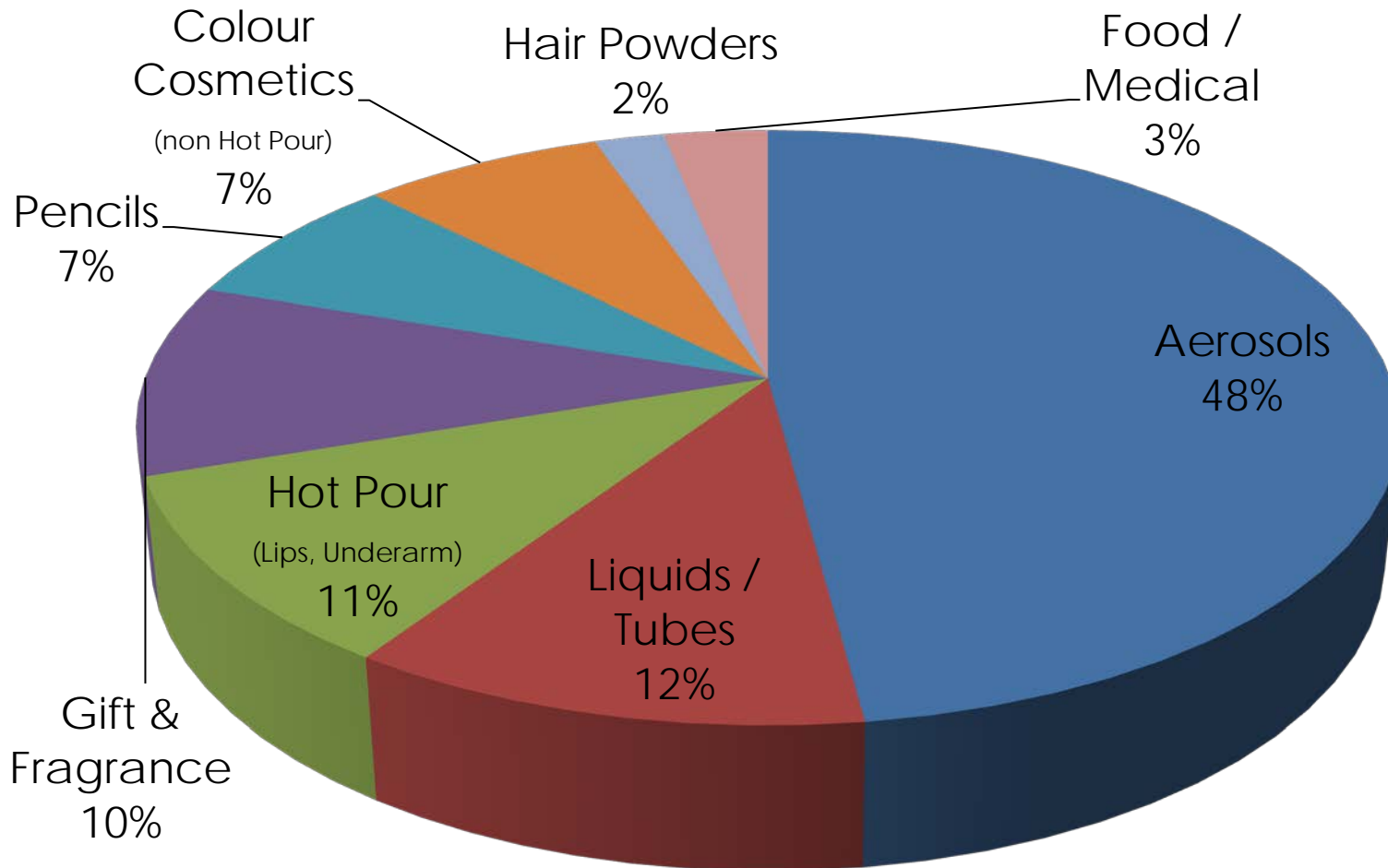
Our Customers – What do they want ?

- Focus on Brand Development = **outsource** production and product development where it can make sense
- Full confidence in **quality**
- Lowest delivered **cost**
- Partners with a real **depth of expertise** in a particular product type =
consumer,
technical product development,
innovation,
production quality and cost,
delivery reliability

Our Customers



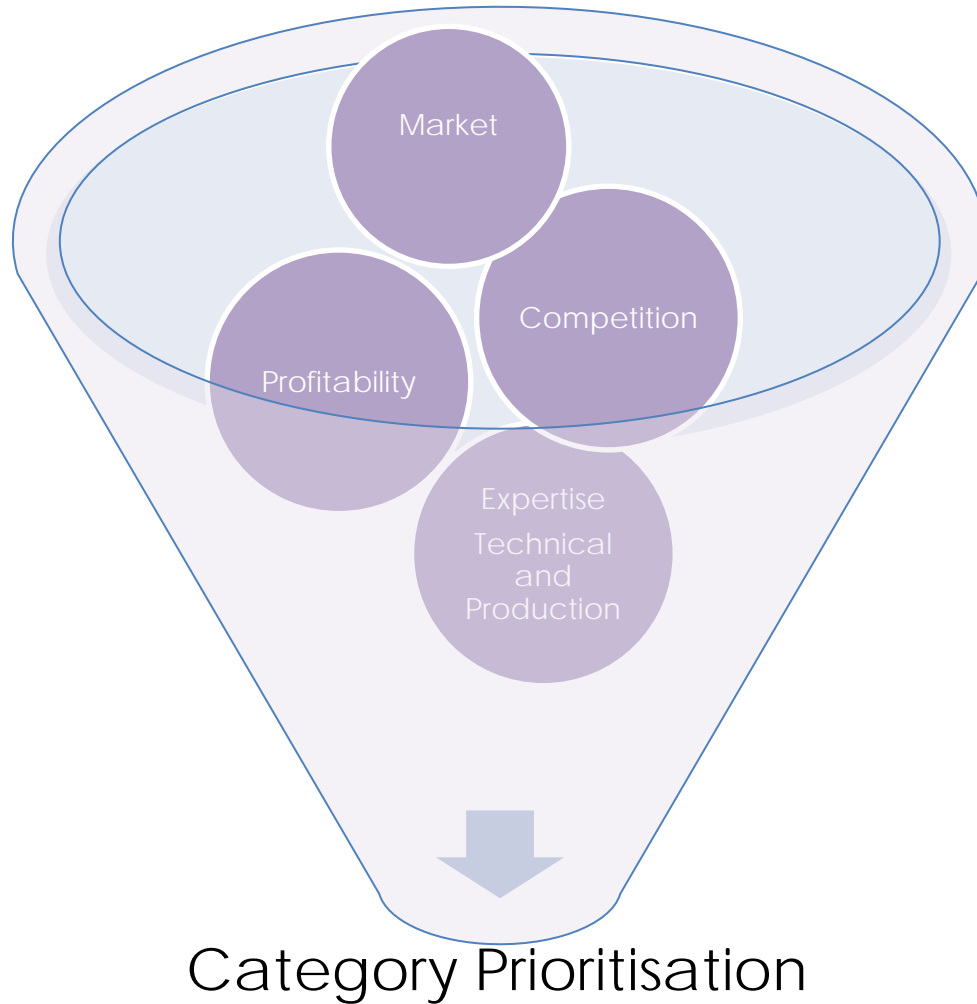
Our Products (% of Sales)



Strategic Pillars for Profitable growth

1. Stabilise and focus existing business
2. Drive and innovate in “**Alpha**” product categories
3. Develop at least one emerging **new product category**
4. Build on SWL capabilities
 - Organic
 - Licensed
 - Acquisition (when base is strong)
5. Continue work on **cost** base and **cash** generation

Identifying Alpha Categories



Summary

- Business is stabilising and re-focussing, much to work on but all fixable
- New growth streams and cost reduction opportunities identified
- Possible one-time cash impacts to support
- Drive NWC and cash
- The start of a positive cycle

QUESTIONS?

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