



Mariner enters private equity market

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Mariner launches Mariner Brand Capital to focus on re-engineering consumer brands

The innovative financial services group, Mariner Financial Limited [ASX: MFI] has entered the private equity market as a sector specialist with the establishment of a wholly owned subsidiary, Mariner Brand Capital Limited (MBC). MBC has been set up to focus on consumer brand companies.

MBC will deliver leading returns to investors by identifying undervalued consumer companies, acquiring them in special purpose entities or public or wholesale trusts established by Mariner Securities Limited and overlaying a turnaround plan.

Commenting on the strategy behind the launch of MBC, Managing Director of Mariner Financial Limited, Bill Ireland said: "As a diversified financial services group, Mariner is always on the look out for new revenue streams and innovative financial products that offer value creation. MBC will seek to leverage brand building opportunities through a team of experienced professionals who can create operational improvements for consumer brands to offer outstanding private equity returns."

Scott Graham, Executive Director of Mariner Brand Capital, said that Mariner enters the private equity space, when the industry is undergoing a transition. "In today's market, returns are driven more by operating improvements than was previously the case and revenue growth is vital to these improvements. Whilst cost reduction strategies like outsourcing and going offshore are still important, they are now in their second decade in the market and are now providing diminishing returns."

"Mariner Brand Capital has in-house capabilities to formulate and guide the implementation of value adding operating strategies, particularly in revenue growth," said Mr Graham.

Mr Graham has spent twenty years in consumer businesses. He recently returned to Australia from 12 years working with multinationals in the US and Latin America, leading Global Marketing Strategy at Coca Cola and Strategy and Export Operations at Ford South America.

Brand driven consumer categories form a substantial part of the Australian economy. "However, until recently, there were no brand or consumer focused private equity players in the market. MBC fills this void. We will pursue brand opportunities before

they come to the market, applying sector expertise to find deals with greater potential," added Mr Graham.

MBC will co-invest with other private equity investors in the special purpose entities or trusts established by the Mariner Group – ensuring that its fortunes are aligned with those of fellow investors.

Note to the editors

Mariner Brand Capital Ltd, a wholly owned subsidiary of Mariner Financial, has been established as a Business Advisor and Private Equity provider. Mariner Brand Capital seeks undervalued consumer brands and develops turnaround plans to extract the brands' true value and deliver leading returns to investors.

Established in 2003, Mariner Financial Limited is an Australian-owned financial services company listed on the Australian Stock Exchange [ASX: MFI]. Mariner's primary focus is servicing Australia's growing superannuation market by providing uniquely structured investment and retirement income solutions. It also provides strong branding and marketing, education and technical support, and a dedicated distribution capability to its subsidiary company, Mariner Retirement Solutions [ASX: MRT].

For further information, please visit the Mariner website at <www.marinerfunds.com.au>.

Or contact:

Shed Enterprises

Sheridan Lee/Simrita Virk

Tel: 02 9247 8533 / 0411 101 492 (SL) or 0405 441 373 (SV)

Email: shed@ozemail.com.au; svirk@shed-ent.com.au