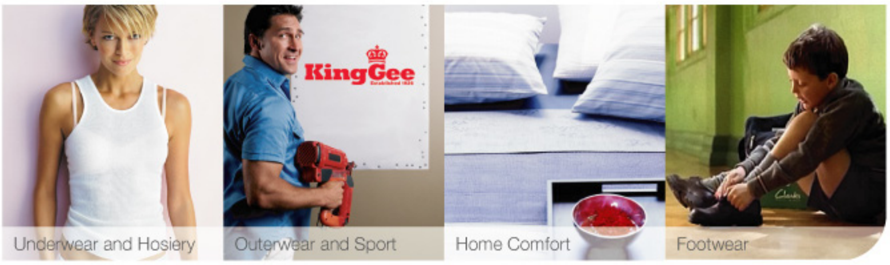
PACIFIC BRANDS

Half Year Results Presentation

for the six months ended 31 December 2005



Paul Moore, Chief Executive Officer

23 February 2005

Highlights

- Strong growth in EBITA and NOPAT
- Continued re-balancing of business between branded and non branded
- Improved margins
- Growth in major brands
- Ongoing investment in brand building
- Focus on China sourcing and logistics
- Strong interim dividend

Growth in EBITA

- Group EBITA of $90.6m - up 10.8% on previous corresponding half
- Continued focus on margin improvement
- On track to achieve year end forecasts
- Projects to drive on-going efficiencies
  - Supply Chain improvements
  - Complexity reduction
- Issues
  - Intimate Apparel
  - Outerwear and Sport

Group Structure - Balanced Business

Pacific Brands

Underwear & Hosiery | **Outerwear & Sport** | **Home Comfort** | **Footwear**

Manage at a Company rather than divisional level

Business Drivers

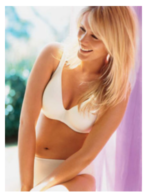
People | **Brands** | **Products**

Branded v Non branded

- Moving towards the ideal mix - continue to re-balance
- Need the right mix between volume and margin
- Growth in major brands of 3.5%, over 5% if take out Outerwear and Sport
- Housebrands and retail sourcing have impacted weaker brands
- Currency impact on sales
- Issues
  - Retailers doing their own sourcing
  - Effect on international sales of exchange rate

Brand/Product Development

- Ongoing commitment to brands
- Continue to drive major categories
- Range of campaigns



Sourcing and Logistics

- Supplier rationalisation
- Continued development of China sourcing
- Shorter retailer replenishment cycles
- Increasing freight and distribution costs
- Guaranteed full freight requirements
- Increased retailer direct deliveries

Brave New Way - Programme

- Complexity reduction
  - Factory closures
  - Exited local intimate apparel manufacture
- Range Management
  - Reduced SKU numbers
- Tail Management
- Product introduction hurdles
- Improved speed to market
  - Successful integration of Kolotex

Strategic Acquisitions

- Fragmented industry presents opportunities to participate in industry consolidation - natural acquirer
- Successful integration of Kolotex
- Limited activity since float but:
  - Recent Announcements
    - Licence of Merrell Outdoor Footwear - October 2004
    - Joyce - December 2005
    - TMI - January 2005

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Stephen Tierney, Chief Financial Officer

Group Financial Results

Key Group Financials

Half Year ended 31 December (A$ million)	HY05	HY04[1]	% Change
Sales revenue	798.4	811.2	(1.6)
EBITDA	98.2	90.1	9.0
EBITA	90.6	81.8	10.8
EBITA margin	11.3%	10.1%	
NPAT (pre goodwill amortisation)	54.1	39.9	35.6
NPAT (post goodwill amortisation)	33.4		
EPS (pre goodwill amortisation) (cents)	10.8	7.9[2]	36.7
EPS (post goodwill amortisation) (cents)	6.6		
DPS (cents)[3]	7.5		

Notes:

1. Comparatives from Pacific Brands prospectus dated 1 March 2004
2. This has been calculated from an issued capital base of 503,000,003 ordinary shares
3. Represents interim dividend announced for the half year – franked to 100% for Australian residents on tax paid at 30%

Impacts of changes in interest and goodwill are discussed in Appendix 1.

- EBITA ↑ 10.8%
- EBITA Margin ↑ from 10.1% to 11.3%

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Key Drivers of Result

- Sales decline of 1.6% impacted by:
  - Combined growth in major brands of 3.5% offset by sporting brands
  - Volatile retail market in our categories
  - Weaker December quarter sales
  - Increase in direct sourcing by Retailers
  - Bike recall
  - Weakness in Outerwear and Sport
  - Deflationary impact of currency

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Key Drivers of Result - continued

- EBITA growth of 10.8% over HY04 influenced by:
  - Strong earnings growth across all Groups except Outerwear and Sport
  - Continued focus on margin improvement
  - Brave New Way operational efficiencies
  - Improved sourcing and logistics out of China
  - Currency benefits offset by increases in freight, distribution, cotton and labour rates

Summary Statement of Cash Flow

Half Year ended 31 December (A$ million)	HY05	HY04
EBITDA	98.2	90.1
Net capital expenditure	(8.5)	(9.3)
Movement in other operating net assets	(88.9)	(22.6)
Operating cash flow	0.8	58.2
Net borrowing costs	(15.5)	(22.0)
Income taxes paid	(20.7)	(17.0)
Net operating cash flow	(35.4)	19.2

- Cash flow impacted by higher inventory levels
- Minimal capital expenditure requirement across business

Summary Balance Sheet

(A$ million)	HY05	Proforma HY04
Working capital	377.5	339.1
Property, plant and equipment	173.0	176.6
Intangibles	1,179.0	1,181.8
Other	(36.0)	(47.6)
Total capital employed	1,693.5	1,649.9
Net debt	447.9	466.5
Equity	1,245.6	1,183.4
Net debt / equity (%)	36.0%	39.4%

Working Capital

(A$ million)	HY05	HY04
Trade Receivables	185.8	184.1
Inventories	293.4	247.7
Trade Creditors	(101.7)	(92.7)
Working Capital	377.5	339.1

- **Issues**
  - Cyclical
  - China entering the WTO
  - Timing of Chinese New Year
  - Changing retailer requirements

Interim Dividend

- Interim dividend of 7.5 cents per share
  - Record date: 4 March 2005
  - Payment date: 1 April 2005
  - 100% franking for Australian shareholders at 30% tax rate
- Continued commitment to a payout of at least 60% to 70% of net profit (pre goodwill amortisation)

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Paul Moore, Chief Executive Officer

Operating Group Performance

Underwear & Hosiery

Half Year ended 31 December (A$m)	HY05	HY04	Change %
Sales	333.6	341.8	↓ 2.4%
EBITA	46.6	41.8	↑ 11.5%
EBITA margin (%)	14.0%	12.2%	

Key drivers of result

- **Double digit sales growth in Bonds**
  - **Brand positioning, increased brand spend and marketing support**
- **Sales**
  - **Weaker in Holeproof and Intimate Apparel brands**
  - **Reduction in unbranded sales**
- **Margin improvement through**
  - **Cost management and brand development**
  - **Continued benefits from Kolotex business integration**

Outerwear & Sport

Half Year ended 31 December (A$m)	HY05	HY04	Change %
Sales	147.1	167.0	↓ 11.9%
EBITA	13.2	18.7	↓ 29.4%
EBITA margin (%)	9.0%	11.2%	

Key drivers of result

- **In process of repositioning the business as previously stated**
- **Challenges in the sporting equipment market**
- **Impact of bike recall**
- **Need to strengthen branding**
- **Everlast positioned for growth**

Home Comfort

Half Year ended 31 December (A$m)	HY05	HY04	Change %
Sales	155.8	149.6	↑ 4.1%
EBITA	17.5	13.6	↑ 28.7%
EBITA margin (%)	11.2%	9.1%	

Key drivers of result

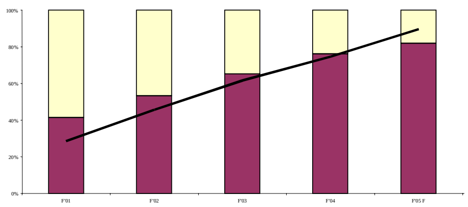
- **Sales growth at Tontine over 14%**
- **Innovation in the development of new foam products**
- **Strong result from flooring**
- **Growth in bedding sales**

Footwear

Half Year ended 31 December (A$m)	HY04	HY03	Change %
Sales	142.3	134.7	↑ 5.6%
EBITA	17.9	13.2	↑ 35.6%
EBITA margin (%)	12.6%	9.8%	

Key drivers of result

- **Double digit growth in Hush Puppies and Grosby**
- **Continued focus on branded sales**
- **Brand support through advertising**
- **Acquisition of licenced brands**



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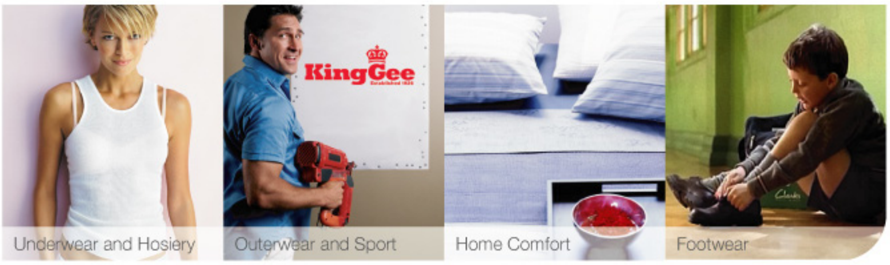

Trading Update and Outlook

Trading Update and Full Year Outlook

- **Market Environment**
  - Consumer confidence
  - $ AUD
  - Tariffs
- **Key profit growth drivers for FY05**
  - Brand extensions
  - Continued focus on branded product sales
  - Increasing advertising and marketing expenditure
  - Acquisitions
  - Brave New Way
- **Outlook for FY05**
  - Volatile Retail environment
  - Continued focus on margin improvement
  - Achieve profit targets as previously stated

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Questions

Appendix 1

The reduction in interest expense of $8 million before tax was the result of several factors:

1. The 2 April 2004 re-financing resulted in reduction in interest rates on debt ($3 million)

2. A reduction in deferred borrowing costs, as a result of restating borrowing costs on 2 April 2004 ($2 million); and

3. Interest charges for early repayment of subordinated debt on 31 December 2003 ($3 million).

A change in structure on 2 April 2004 resulted an increased goodwill amortisation charge of $16.6 million.