SODA BRANDS LIMITED AND CONTROLLED ENTITIES

ABN: 91 081 149 635 HALF YEAR REPORT For The Six Months Ended 31 January 2009

SODA BRANDS LIMITED AND CONTROLLED ENTITIES

31 January 2009

ABN: 91 081 149 635

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SODA BRANDS LIMITED ABN: 91 081 149 635 AND CONTROLLED ENTITIES DIRECTORS' REPORT

Your directors present their report of the consolidated group for the half year ended 31 January 2009.

The names of directors in office at any time during or since the end of the year are:

FAIRFULL Andrew (Non-executive Chairman)
GHATTAS Nicholas (Executive Director)
DIMITRIADIS Stavros (Executive Director) (appointed 9/09/08)
BRETT Hilton (Non-executive Director)
KULMAR Stephen (Non-executive Director)
KROK Maxim (Non-executive Director) (appointed 9/09/08)

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

Principal Activities

The principal activities of the consolidated group during the financial year were:

- The distribution of hair care products exclusively to salons and other select outlets; and
- · The distribution of cosmetic products

Review of Operations

Soda Brands Limited (Soda) has incurred an operating loss of \$5.4 million for the six months ended January 31, 2009, including impairment charges of \$3.8 million and inventory provisions of \$500,000. The normalised operating loss totalled \$1.1 million, largely caused by overheads associated with the recent acquisitions and lower sales revenue amidst tough economic conditions. Directors are putting in a place a range of initiatives to counter-act the problems the company continues to face in light of the difficult economic climate.

The initiatives include an across the board cost-cutting program, with an objective to achieve break-even by the middle of 2009. A search for a new Chief Executive Officer is now underway following the resignation of Nicholas Ghattas, while another executive director, Stavros Dimitriadis, will resign. Mr Steven Beinart has been appointed as interim CEO.

To improve the company's economies of scale, directors have approved the acquisition of Incolabs, owner of the Innoxa branded skin care range. The acquisition is subject to successful due diligence enquiries.

Soda has entered a call option with the shareholders of Incolabs to acquire 100 per cent of the issued share capital for \$2.04 million – the value of the company's net assets. The exercise of the call option is subject to successful due diligence.

The Innoxa brand is 75 years old with a strong market position, enjoying excellent synergies with Soda's brands. If due diligence is successfully completed, the directors will announce a 1 for 1 rights issue at 7 cents per share to fund this acquisition. This would raise up to \$3.3 million.

The company's major shareholders, Souls Private Equity Limited (SPEL) and Maximize Equity Pty Limited (MEQ), have agreed to jointly underwrite the rights issue to the value of \$2.6 million. The issue will provide funding for the acquisition and facilitate the conversion of shareholder loans to equity.

Reflecting the expected joint holding of 86 per cent by SPEL and MEQ in Soda Brands, the board will include two representatives each from SPEL and MEQ. As a result, independent non-executive directors Hilton Brett and Stephen Kulmar will resign.

While the results are disappointing, directors are acting decisively to turnaround the business, whose strategy continues to be the aggregation of a group of established health and beauty brands for both retail and professional sales channels.

The restructuring of the management and the board, a cost cutting program, the recapitalisation and the potential acquisition of Incolabs, are all important steps to put the company in a stronger financial position.

Auditor's Independence Declaration

The lead auditor's independence declaration under section 307C of the D362 for the half-year ended 31 January 2009 has been received and can be found on page 3 of the directors' report.

Signed in accordance with a resolution of the Board of Directors

Director FAIRFULL Andrew (Non-executive Chairman)

1 May 2009

AUDITOR'S INDEPENDENCE DECLARATION UNDER SECTION 307C OF THE CORPORATIONS ACT 2001 TO THE DIRECTORS OF SODA BRANDS LIMITED AND CONTROLLED ENTITIES

I declare that, to the best of my knowledge and belief, during the half year ended 31 January 2009 there have been:

- no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

Name of Firm

Rothsay Chartered Accountants

Name of Partner

Mr Frank Vrachas

Date

1/05/2009

Address

Level 18, 6-10 O'Connell Street

SYDNEY NSW 2000

		Consolidat	ed Group
		Half year	Half-year
	Note	Ended 31	Ended 31
	More	January	January
		2009	2008
		\$	\$
Revenue		1,548,775	1,295,937
Changes in inventories of finished goods	2	(1,591,148)	(576,049)
Employee benefits expense		(646,208)	(369,749)
Advertising and promotion		(190,470)	(106,369)
Lisiting and compliance expenses		(73,769)	(40,767)
Impairment of goodwill		(3,808,871)	-
Depreciation and amortisation expense		(45,913)	(61,178)
Other expenses		(575,761)	(157,442)
Finance costs	_	(370)	(6,819)
Loss before income tax		(5,383,735)	(22,436)
Income tax expense	_		<u>-</u>
Loss attributable to members of the parent entity	_	(5,383,735)	(22,436)
Overall Operations	-		
Basic earnings per share (cents per share)		(12.39)	(0.07)
Diluted earnings per share (cents per share)		(9.71)	(0.06)
5- p (p)		(51, 1)	(0.00)
Continuing Operations			
Basic earnings per share (cents per share)		(12.39)	(0.07)
Diluted earnings per share (cents per share)		(9.71)	(0.06)
		, ,	` '

SODA BRANDS LIMITED ABN: 91 081 149 635 AND CONTROLLED ENTITIES CONSOLIDATED BALANCE SHEET AS AT 31 JANUARY 2009

	Note	Consolidat As at 31 January 2009 \$	ed Group As at 31 July 2008 \$
ASSETS CURRENT ASSETS Cash and cash equivalents Trade and other receivables Inventories Other current assets TOTAL CURRENT ASSETS	3	479,021 1,138,931 20,065 1,638,017	120,024 362,364 1,719,577 366,818 2,568,783
NON-CURRENT ASSETS Plant and equipment Intangible assets TOTAL NON-CURRENT ASSETS TOTAL ASSETS	5 -	90,800 - 90,800 1,728,817	192,720 3,293,136 3,485,856 6,054,639
CURRENT LIABILITIES Trade and other payables Financial liabilities Short-term provisions TOTAL CURRENT LIABILITIES	3	1,252,456 27,822 94,409 1,374,687	1,258,508 - 24,001 1,282,509
NON-CURRENT LIABILITIES Long-term provisions TOTAL NON-CURRENT LIABILITIES TOTAL LIABILITIES NET ASSETS	- - -	1,374,687 354,130	1,282,509 4,772,130
EQUITY Issued capital Reserves Accumulated losses TOTAL EQUITY	7	7,878,542 (9,520) (7,514,892) 354,130	6,912,808 (9,520) (2,131,158) 4,772,130

SODA BRANDS LIMITED ABN: 91 081 149 635 AND CONTROLLED ENTITIES CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE HALF-YEAR ENDED 31 JANUARY 2009

	Ordinary Share Capital	Foreign Accumulated Currency Loss Translation Reserve	Foreign Currency Translation Reserve	Total
Consolidated Group	υ	₩	\$	\$
Balance at 1 August 2007	6,912,808	(1,810,708)	(9,520)	5,092,580
Loss for the half-year attributable to members of parent entity	1	(22,436)	1	(22,436)
Balance at 31 January 2008	6,912,808	6,912,808 (1,833,144)	(9,520)	5,070,144
Loss for the half year attributable to members of parent entity	•	(298,014)	1	(298,014)
Balance at 31 July 2008	6,912,808	6,912,808 (2,131,158)	(9,520)	4,772,130
Shares issued during the current period	965,734	•	1	965,734
Loss for the half year attributable to members of parent entity		(5,383,735)	I	(5,383,735)
Balance at 31 January 2009	7,878,542	7,878,542 (7,514,893)	(9,520)	354 130

SODA BRANDS LIMITED ABN: 91 081 149 635 AND CONTROLLED ENTITIES CONSOLIDATED CASH FLOW STATEMENT FOR THE HALF-YEAR ENDED 31 JANUARY 2009

		Consolidat	ted Group
		Half Year	Half Year
	Note	Ended 31	Ended 31
	14016	January	January
		2009	2008
		\$	\$
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from customers		1,857,150	1,375,596
Interest received		1,237	20,027
Payments to suppliers and employees		(2,455,863)	(1,408,703)
Finance costs	_	(370)	(6,819)
Net cash provided used in operating activities		(597,846)	(19,899)
CASH FLOWS FROM INVESTING ACTIVITIES			
Purchase of property, plant and equipment		_	(32,681)
Purchase of goodwill	_	(50,000)	-
Net cash provided used in investing activities		(50,000)	(32,681)
CASH FLOWS FROM FINANCING ACTIVITIES			
Proceeds from issue of shares	_	500,000	
Net cash provided by (used in) financing activities		500,000	
Net decrease in cash held		(147,846)	(52,580)
Cash at beginning of financial half year		120,024	667,865
Cash at end of financial half year	3	(27,822)	615,285

Note 1 Statement of Significant Accounting Policies

Basis of Preparation

The half-year consolidated financial statements are a general purpose financial report prepared in accordance with the requirements of the Corporations Act 2001, Australian Accounting Standard AASB 134: Interim Financial Reporting, Australian Accounting Interpretations and other authoritative pronouncements of the Australian Accounting Standards Board.

It is recommended that these financial statements be read in conjunction with the annual financial statements for the year ended 31 July 2008 and any public announcements made by Soda Brands Limited and its controlling entities during the interim-year in accordance with disclosure requirements arising under the Corporations Act 2001.

The financial statements covers the Consolidated Group of Soda Brands Limited and controlled entities. Soda Brands Limited is a listed public company, incorporated and domiciled in Australia.

The accounting policies and estimations have been consistently applied by the entities in the consolidated group and are consistent with those in the July 2008 financial report.

The half-year report does not include full disclosures of the type normally included in an annual financial report.

Basis of Preparation

Reporting Basis and Conventions

The half-year report has been prepared on an accruals basis and is based on historical costs modified by the revaluation of selected non-current assets, financial assets and financial liabilities for which the fair value basis of accounting has been applied.

Accounting Policies

(a) Going Concern

The financial report is prepared on a going concern basis which assumes that the Consolidated Group will be able to meet its obligations as they fall due and continue in operation without any intention to liquidate or otherwise wind up its operations. Major shareholders have provided short term loans of \$600,000 since the half year end. The directors believe that the upcoming rights issue and interim shareholder loans should provide sufficient capital for the company to continue as a going concern until positive cashflows are achieved from its trading operations.

Note 2 Loss for the Year

	Consolidate	•
(a) Expenses Cost of sales	Half Year Ended 31 January 2009 \$ 1,591,148	Half Year Ended 31 January 2008 \$ 576,049
Note 3 Cash and Cash Equivalents		
	Consolidate	ed Group Half Year
	Half Year Ended 31 January 2009 \$	Ended 31 January 2008 \$
Cash at bank and in hand		120,024 120,024
Reconciliation of cash Cash at the end of the financial half year as shown in the cash flow statement is reconciled to items in the balance sheet as follows:		120,024
Cash and cash equivalents Bank overdrafts (financial liabilities)	- (27,822)	120,024 -
	(27,822)	120,024

Note 4 Controlled Entities

(a)	Controlled Entities Consolidated	Country of Incorporation	Percentage 0 2009	Owned (%)* 2008
	Subsidiaries of Soda Brands Limited: SO Distributions Pty Ltd Salon Only Pty Ltd Soda Brands (NZ) Ltd Soda Brands (UK) Ltd Kistani Pty Ltd	Australia Australia New Zealand United Kingdom Australia	100 100 100 100 100	100 100 100 100
	* Percentage of voting power is in proportion to ownership			
	Ulimate Parent Entity			
	Soul Private Equity Limited	Australia	-	-
(b)	Acquisition of Controlled Entities			
	The parent entity acquired the entire issued share capital of	Kistani Pty Ltd on 9/09/2008.		
Note	e 5 Intangible Assets			
			Consolidate	ed Group
	rying value of intangible assets dwill		Half Year Ended 31 January 2009 \$	Half Year Ended 31 January 2008 \$
Cos			3,808,871 (3,808,871)	3,293,136
	,			3,293,136
Mov	vement			Goodwill \$
Bala Acqu Impa	Year ended 31 January 2009 Ince as at 1 August 2008 uisitions during the half year airment of goodwill on Salon Only brand Ince as at 31 January 2009			3,293,136 515,735 (3,808,871)

In terms of its accounting policy in respect of goodwill, the company performs its impairment testing at 31 July with the most recent impairment testing being done as at 31 July 2008. However, as a result of the significant decline in gross margins and sales attributed to Salon Only brand, additional impairment testing has been carried out as at 31 January 2009.

The recoverable amount of the CGU's has been determined based on value-in use calculation which discount the estimated future cash flows expected to be generated from the respective CGU's.

In the case of all CGUs, the estimated cashflows for the first year of analysis are based on management's internal reforecast for the 2009 financial year. Such forecasts take into account the level of sales and gross margins and detailed expense estimates by expense type. The estimated year 1 cash flows have been projected for a further 4 years, taking account of management's expectations. A long term growth rate of 3.0 % (31 July 2009 : 5.0%) has been applied to determine the terminal value of the CGU's. A pre- tax discount rate of 12% (31 July 2008: 12%) has been applied to such future cash flows.

Note 6 Tax

Deferred tax assets not brought to account, due to no reasonable assurance of profit in foreseeable future:-

- temporary differences \$44,271 (31 July 2008: \$24,428)
- tax losses: operating losses \$1,075,759 (31 July 2008: \$623,407)
- tax losses: capital losses \$1,142,661 (31 July 2008: \$nil)

Note 7 Issued Capital

	Consolidated Group	
		Half Year
	Half Year Ended	Ended 31
	31 January 2009	January 2008
	\$	\$
34,000,000 (2008: 34,000,000) fully paid ordinary shares	6,912,808	6,912,808
723,405 Shares issued for HairFx acquisition	36,170	_
8,591,282 Shares issued for Kistani Pty Ltd acquisition	429,564	-
2,777,778 Shares issued to Kistani Holdings Pty Ltd	500,000	
	7,878,542	6,912,808

Consolidated Group

			Half Year
		Half Year Ended	Ended 31
(a)	Ordinary Shares	31 January 2009	January 2008
		No.	No.
	At the beginning of reporting period	34,000,000	34,000,000
	Shares issued during the half-year		
	 — 09/09/2008 Hair FX @ 5 cents per share (acquisition of business) 	723,405	-
	 — 09/09/2008 Kistani @ 5 cents per share (acquisition of shares) 	8,591,282	-
	 — 09/09/2008 Capital raised from Kistani @ 18 cents per share (cash) 	2,777,778	_
	At reporting date	46,092,465	34,000,000

(b) Options

- (i) For information relating to the Soda Brands Limited employee option plan, including details of options issued, exercised and lapsed during the financial half year and the options outstanding at year-end. Refer to Note 9: Share-based Payments.
- (ii) For information relating to share options issued to key management personnel during the financial half year. Refer to Note 9: Share-based Payments.

Note 8 Segment Reporting

		Direct	In-direct		Tot	al
	Half Year Ended 31 January 2009 \$	Half Year Ended 31 January 2008 \$	Half Year Ended 31 January 2009 \$	Half Year Ended 31 January 2008 \$	Half Year Ended 31 January 2009 \$	
Primary Reporting —	Business Segme	nts			·	·
REVENUE External Sales	4 547 529	046 404		250 700	4 5 47 500	4.075.040
Other segments	1,547,538	916,184	1,237	359,726 20,027	1,547,538 1,237	1,275,910 20,027
Total sales revenue	1,547,538	916,184	1,237	379,753	1,548,775	1,295,937
	1,0 11,000	010,101	1,207	0,0,,00	1,040,770	1,200,007
Loss after income tax					(5,383,735)	(22,436)
Secondary Reporting	— Geographical	Segments	Segment Re	evenues from	Carrying Amour	nt of Segment
		-		Customers	Asse	•
			Half Year	Half Year		Half Year
			Ended 31	Ended 31	Half Year Ended	Ended 31
			January 2009	ž.	31 January 2009	January 2008
Congraphical leasting			\$	\$	\$	\$
Geographical location: Australia			1 515 204	1 242 470	210.004	4 022 502
New Zealand			1,515,304	1,243,170	210,964 143,166	4,932,582
MOW Zealalla			33,471 1,548,775	52,767 1,295,937	354,130	137,562 5,070,144
				1,200,007	33 7,100	0,070,117

Accounting Policies

Segment revenues and expenses are those directly attributable to the segments and include any joint revenue and expenses where a reasonable basis of allocation exists. Segment assets include all assets used by a segment and consist principally of cash, receivables, inventories, intangibles and property, plant and equipment, net of allowances and accumulated depreciation and amortisation. While most such assets can be directly attributed to individual segments, the carrying amount of certain assets used jointly by two or more segments is allocated to the segments on a reasonable basis. Segment liabilities consist principally of payables, employee benefits, accrued expenses, provisions and borrowings. Segment assets and liabilities do not include deferred income taxes.

Intersegment Transfers

Segment revenues, expenses and results include transfers between segments. The prices charged on intersegment transactions are the same as those charged for similar goods to parties outside of the consolidated group at an arm's length. These transfers are eliminated on consolidation.

Business and Geographical Segments

Primary Segment - The consolidated entity operates only in one industry being distribution of hair and beauty care products.

Note 9 Share Based payments- Options

As the fair value of the options issued at the time of the issue or since has not exceeded the exercise price, no amount has been expensed to the income statement as per the Accounting Standard AASB 1046.

Option issued

All Options granted to key management personnel are ordinary shares in Soda Brand Limited which confer a right of one ordinary share for every option held.

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	Consolidated Group				
	Half-year ende	ed 31 January 2009	Half-year ende	ed 31 July 2008	
	Number of Options	Weighted Average Exercise Price \$	Number of Options	Weighted Average Exercise Price \$	Expiry date
Outstanding at the beginning of the half year granted to directors	1,750,000	25 cents	1,750,000	25 cents	31 July 2011
Granted to Kistani Holdings Ltd Granted to associates	11,831,673	20 cents	-		31 January 2010
of Kistani Holdings	1,250,000	25 cents	-		31 July 2012
Outstanding at half year-end	14,831,673	21 cents	1,750,000	25 cents	•
Exercisable at half year-end _	14,831,673	21 cents	1,750,000	25 cents	_

Options to be issued in future:

- -1,700,000 Employees' Options are to be issued on expiry of four years from the date of public listing of shares (i.e. Jan 2011)
- -3,400,000 Loyalty Plan Options are to be issued on future date
- -The Kistani shareholders who will be joined the senior management team of SODA will receive additional 'performance' shares based on achieving earnings targets per share after 31 July 2011 (2,880,000 shares) and 31 July 2012 (5,760,000 shares) financial years. These targets are 'EBITDA per share' of greater than 5.1 cents per share for the 2011 financial year and 'EBITDA per share' of greater than 5.7 cents per share for the 2012 financial year.

Note 10 Events After the Balance Sheet Date

The directors of the Consolidated Group have authorised the half-year financial report on 30 April 2009. Nicholas Ghattas the Managing Director of the firm resigned on 9 February 2009.

To improve the company's economies of scale, directors have approved the acquisition of Incolabs, owner of the Innoxa branded skin care range. The acquisition is subject to successful due diligence enquiries.

Soda has entered a call option with the shareholders of Incolabs to acquire 100 per cent of the issued share capital for \$2.04 million – the value of the company's net assets. Before exercising the call option, directors are awaiting completion of the final stage of due diligence enquiries.

The Innoxa brand is 75 years old with a strong market position, enjoying excellent synergies with Soda's brands. If due diligence is successfully completed, the directors will announce a 1 for 1 rights issue at 7 cents per share to fund this acquisition. This would raise up to \$3.3 million.

The company's major shareholders, Souls Private Equity Limited (SPEL) and Maximize Equity Pty Limited (MEQ), have agreed to jointly underwrite the rights issue to the value of \$2.6 million. The issue will provide funding for the acquisition and facilitate the conversion of shareholder loans to equity.

Note 10 Contingent Liabilities

There are no contingent liablities.

SODA BRANDS LIMITED ABN: 91 081 149 635 AND CONTROLLED ENTITIES DIRECTORS' DECLARATION

The directors of the company declare that:

1

the financial statements and notes, as set out on pages 3 to 12:

- (a) comply with Accounting Standards AASB 134 Interim Financial Reporting and the Corporations Regulations; and
- (b) give a true and fair view of the financial position as at 31 January 2009 and of the performance for the half year ended on that date.
- In the directors' opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.

Director		47-1-				
			FAIRFULL Andrew	(Non-executive Chairm	an)	
Dated this	1st	day of	Mav	2009		

INDEPENDENT AUDIT REVIEW TO THE MEMBERS OF SODA BRANDS LIMITED

Report on the Half- year Financial Report

We have reviewed the accompanying half-year financial report of SODA Brands Limited and Controlled Entities (the consolidated group) which comprises the balance sheet as at 31 January 2009, the income statement, statement of changes in equity and cash flow statement for the half-year ended on that date, a statement of accounting policies, other selected explanatory notes and the directors' declaration.

Directors' Responsibility for the Financial Report

The directors of the consolidated entity are responsible for the preparation and fair presentation of the half-year financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Act 2001. This responsibility includes establishing and maintaining internal control relevant to the preparation and fair presentation of the half-year financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

Our responsibility is to express a conclusion on the half-year financial report based on our review. We conducted our review in accordance with Auditing Standard on Review Engagements ASRE 2410 Review of an Interim Financial Report Performed by the Independent Auditor of the Entity, in order to state whether, on the basis of the procedures described, we have become aware of any matter that makes us believe that the financial report is not in accordance with the Corporations Act 2001 including: giving a true and fair view of the consolidated entity's financial position as at 31 January 2008 and its performance for the half-year ended on that date; and complying with Accounting Standard AASB 134: Interim Financial Reporting and the Corporations Regulations 2001. As the auditor of SODA Brands Limited, ASRE 2410 requires that we comply with the ethical requirements relevant to the audit of the financial report.

A review of a half-year financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion

Independence

In conducting our review, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, provided to the directors of SODA Brands Limited and Controlled Entities, would be in the same terms if provided to the directors as at the date of this auditor's review report.

Emphasis of Matter

Without any qualification to the audit conclusion expressed below, attention is drawn to the following matter. As disclosed in Note 1(a) of the financial statements, the financial statements have been prepared on a going concern basis based on the continued financial support from its shareholders.

Conclusion

Based on our review, which is not an audit, we have not become aware of any matter that makes us believe that the halfyear financial report of SODA Brands Limited and Controlled Entities is not in accordance with the Corporations Act 2001 including:

- (a) giving a true and fair view of the consolidated entity's financial position as at 31 January 2009 and its performance for the half-year ended on that date; and
- (b) complying with Accounting Standard AASB 134 Interim Financial Reporting and Corporations Regulations 2001.

Name of Firm:

Rothsay Chartered Accountants

Name of Partner: Mr Frank Vrachas

Address: Level 18, 6-10 O'Connell Street

SYDNEY, NSW 2000

Dated this 1st day of May 2009