

FORM: Half-yearly report

Name of issuer

HERITAGE BRANDS LIMITED

ACN or ARBN

081 149 635

Half yearly
(tick)

✓

Preliminary
final (tick)

Half year/financial year ended
(Current period)

01/08/2010 to 31/01/2011

For announcement to the market

| | | | | |
|--|---------|----------------|-------------------------------|---------|
| | | | | \$A,000 |
| Revenue | up/down | 332.83% | to | 13,453 |
| Profit/ (loss)for the period | up/down | 156.76% | to | 307 |
| Profit/ (loss) for the period attributable to members of the parent | up/down | 156.76% | to | 307 |
| Dividends | | Current period | Previous corresponding period | |
| Franking rate applicable: | | N/A | N/A | |
| Final dividend <i>(preliminary final report only)</i> | | | | |
| Amount per security | | N/A | N/A | |
| Franked amount per security | | | | |
| Interim dividend <i>(Half yearly report only)</i> | | | | |
| Amount per security | | N/A | N/A | |
| Franked amount per security | | | | |
| Short details of any bonus or cash issue or other item(s) of importance not previously released to the market: | | | | |
| N/A | | | | |

Control gained over entities having material effect*(See note 8)*16.1 Name of *issuer* (or *group*)

Heritage Brands (Australia) Pty Limited (Formerly Creative Brands Pty Limited)

16.2 Consolidated profit (loss) after tax of the *issuer* (or *group*) since the date in the current period on which control was acquired

\$A'000

345

16.3 Date from which profit (loss) in *item 16.2* has been calculated

06 August 2010

16.4 Profit (loss) after tax of the *issuer* (or *group*) for the whole of the previous corresponding period

(1,488)

NTA Backing

| 20.1 | Current period | Previous corresponding period |
|---|----------------|-------------------------------|
| Net tangible asset backing per ordinary <i>security</i> (cents) | 0.01 | (0.28) |

Compliance statement

1. This statement has been prepared under accounting policies which comply with accounting standards as defined in the *Corporations Act* or other standards acceptable to the Exchange.

Identify other standards used

N/A

2. This statement, and the financial statements under the *Corporations Act* (if separate), use the same accounting policies.
3. This statement does/~~does not~~* give a true and fair view of the matters disclosed.
4. This statement is based on financial statements to which one of the following applies:
- | | |
|---|--|
| <input type="checkbox"/> The financial statements have been audited. | <input checked="" type="checkbox"/> The financial statements have been subject to review by a registered auditor (or overseas equivalent). |
| <input type="checkbox"/> The financial statements are in the process of being audited or subject to review. | <input type="checkbox"/> The financial statements have <i>not</i> yet been audited or reviewed. |

5. If the accounts have been or are being audited or subject to review and the audit report is not attached, details of any qualifications are attached/~~will follow immediately they are available*~~ (delete one). (Half-yearly statement only - the audit report must be attached to this statement if the statement is to satisfy the requirements of the Corporations Act.) –Refer to the half-yearly report attached.
6. The issuer has/~~does not have*~~ a formally constituted audit committee.

Sign here: Date: 14th April 2011
(~~Director~~ Company secretary)

Print name: Chris McGibbon