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**For immediate release to the market**

**ALLIED BRANDS Limited (ASX: ABQ)**

**Tuesday 8<sup>th</sup> December 2009.**

**Allied Brands enters into Licence Agreement  
for Cookie Man Cyprus.**

- As foreshadowed in the annual general meeting presentation on 30 November 2009, Allied Brands has entered into a ten year (10) Licence Agreement to launch the Cookie Man brand in Cyprus with a local operator. This successful transaction forms part of the plans outlined at the recent AGM, supports the forecast projections and is not material to the FY10 forecast.
- This license agreement will help underpin our forecast for FY10 of NPBT of \$6.6 - \$7.2m as outlined at the AGM on November 30.
- The Licence Agreement for Cyprus results in Allied Brand's receiving an up-front License Fee and on-going supply of products (cookies, coffee and giftware) and ovens for the Cyprus market. The Licence Agreement will have a positive impact in FY 2010 financial year and is expected to be a positive contributor in subsequent years through the provision of cookie dough, coffee sales and giftware.
- The first Cyprus Cookie Man store is expected to open in late January 2010.
- The Licence Agreement for Cyprus follows on from the already successful Cookie Man outlets in India, China, Greece and Singapore.

Allied Brands CEO Shane Radbone, said the recent restructure of the Cookie Man management team has so far proven successful. The Cookie Man international team has initiated a major focus on international licence agreements and opportunities and the Cyprus Licence Agreement is a significant win for Allied Brands.

Cookie Man already has 48 stores in India, 11 in China, 13 in Greece and 1 in Singapore. The opening of new licenses will result in incremental income for the FY 2010 year and in future years.

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“All of this has been achieved in the first three months of the restructure and is testimony to the focus that the new structure at Cookie Man will deliver. We have also executed a Heads of Agreement with Kuwait. On top of that we are also back in discussions with a large party for a significant third international license that may have substantial impact on our FY 2010 year and beyond - this is exciting for the group.”

Upon the finalisation of License agreement with Cookie Man Kuwait, details will be provided to the market.

The sale of international licences has a positive impact on Allied Brands' financial performance with marginal additional costs. The sale of each new licence provides Allied Brands with an upfront licence fee and on-going supply of products (primarily cookies, coffee and giftware) and ovens from Cookie Man's manufacturing facility in Sydney.

**<ENDS>**

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### **About Allied Brands Limited**

Allied Brands is a company specialising in the franchising sector based in Australia.

Allied has three divisions to its business model.

The first division is the Retail Franchising division, which includes the following brands : Baskin Robbins, Cookie Man, Villa and Hut and Kenny's Cardiology. This division also has a focus on vertical integration with its own manufacturing facility in Sydney providing a range of products to the franchised stores, including coffee and cookie dough. It makes it's money through a percentage of sales royalty income stream and margin from the manufacturing facility.

The bulk of the Retail Franchised businesses are based in Australia, however, the Cookie Man brand has stores in India, China, Greece and Singapore.

The second division is the Direct to the Home division, which includes the following brands : Awesome Water and Awesome Entertainment. This is a direct to the home model providing water cooler and LCD plasma screens to the home.

The third division is the newly launched Franchised services division. This is a service division to the franchising sector providing services to assist franchise companies and/or those wanting to franchise. The recent announcement in November 2009, included the winning of the first franchise service contract with Bay Swiss/Freedom Homes.

Headquartered on the Gold Coast, Allied Brands is listed on the Australian Securities Exchange, under the ASX code of ABQ. For more information about Allied Brands, visit [www.alliedbrands.com.au](http://www.alliedbrands.com.au)