

ASX ANNOUNCEMENT  
(ASX: ANO)

12 DECEMBER 2011

## ANNUAL GENERAL MEETING - NEW STRATEGIC DIRECTIONS AT ANTARIA

Following the conclusion of the recent capital raising, the Board has undertaken a strategic review of Antaria's businesses, with a view to building revenues and cash returns for shareholders.

Following this review and consequent discussion, the Board has resolved to pursue the following actions:

1. Antaria's vision for what it wants to be as a company is evolving from "research and development of advanced materials" along the value chain towards providing "customer solutions based on the Company's unique technologies".
2. Moving from the functional structure that exists today, the Antaria business is being restructured into profit centres:
  - Sourcing, Production and Fulfilment;
  - OEM Reseller Product Sales; and
  - Advanced Research and Development.

Each of these profit centres will be headed by a General Manager, given a high degree of autonomy over service delivery for each respective area of business.

3. Product Development for the ZinClear range of all-natural UV absorbers is being enhanced to emphasize the development of solutions for our personal care and industrial customers. New regulations in Australia, the U.S. and expected in Europe are creating opportunities for us to aggressively promote ZinClear-based formulations delivering broad spectrum UVA-B, all-natural and highly transparent solutions for sunscreens and daywear cosmetics brand owners.
4. The investment program for our manufacturing facility foreshadowed in the recent capital raising is being pursued with purpose. These investments will both improve the production capacity and further enhance product quality and technical characteristics of our ZinClear range, and improve process flexibility.
5. Antaria will also be pursuing the installation of an integrated resource management system to facilitate the management of production and distribution across both owned and outsourced production platforms. We expect the new ERP system to improve the consistency of the manufacturing process and provide the flexibility to meet customer requirements.

Antaria will provide a further update to the market at the time of the announcement of the half-yearly accounts.

### For Further Information:

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