

HELLABY HOLDINGS LIMITED

2008 Annual Report



highlights

Improved profit performance in most subsidiary businesses, in challenging trading conditions

Introduction of a clear portfolio strategy, resulting in the divestment of several non-core assets including BBQ Factory

Creation of a new packaging division following the acquisition of Chequer and PPL by Elldex Packaging

Significant reduction in bank debt during second half year, primarily due to improved working capital efficiencies

Transition to an active portfolio management culture, with a new senior management team in place



Hellaby has 10 Hush Puppies stores
- retail bags supplied by Elldex Packaging Group

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