

MIRA INFORM REPORT

Report No. :	525855
Report Date :	27.08.2018

IDENTIFICATION DETAILS

Name :	PRIVATE BRANDS P/L
Registered Office :	Stevenstendell Pty Ltd, 'Level1', 1 Bolger Street, Campbelltown NSW 2560
Country :	Australia
Date of Incorporation :	30.07.2012
Legal Form :	Australian Proprietary Company
Line of Business :	The subject operates as a specialist product development and sourcing company sourcing various products including Safety Equipment, Industrial Workwear, Tools, Hardware, Electrical Equipment, Office Furniture and Sporting Equipment.
No. of Employees :	7

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :	B
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Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

Status :	Moderate
Payment Behaviour :	Unknown
Litigation :	Clear

NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

ECGC Country Risk Classification List

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Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
Australia	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

AUSTRALIA - ECONOMIC OVERVIEW

Australia is an open market with minimal restrictions on imports of goods and services. The process of opening up has increased productivity, stimulated growth, and made the economy more flexible and dynamic. Australia plays an active role in the WTO, APEC, the G20, and other trade forums. Australia's free trade agreement (FTA) with China entered into force in 2015, adding to existing FTAs with the Republic of Korea, Japan, Chile, Malaysia, New Zealand, Singapore, Thailand, and the US, and a regional FTA with ASEAN and New Zealand. Australia continues to negotiate bilateral agreements with Indonesia, as well as larger agreements with its Pacific neighbors and the Gulf Cooperation Council countries, and an Asia-wide Regional Comprehensive Economic Partnership that includes the 10 ASEAN countries and China, Japan, Korea, New Zealand, and India.

Australia is a significant exporter of natural resources, energy, and food. Australia's abundant and diverse natural resources attract high levels of foreign investment and include extensive reserves of coal, iron, copper, gold, natural gas, uranium, and renewable energy sources. A series of major investments, such as the US\$40 billion Gorgon Liquid Natural Gas Project, will significantly expand the resources sector.

For nearly two decades up till 2017, Australia had benefited from a dramatic surge in its terms of trade. As export prices increased faster than import prices, the economy experienced continuous growth, low unemployment, contained inflation, very low public debt, and a strong and stable financial system. Australia entered 2018 facing a range of growth constraints, principally driven by the sharp fall in global prices of key export commodities. Demand for resources and energy from Asia and especially China is growing at a slower pace and sharp drops in export prices have impacted growth.

Source : CIA

COMPANY NAME

PRIVATE BRANDS P/L
ACN 159691620
ABN 74159691620

SUMMARY PANEL

Established	2012
Incorporated	2012
Line of Business	Sourcing of safety supplies
Status	Trading
Chief Executive Officer	Jeska Waller
Adverse Listings	<u>Nil</u>

EXECUTIVE SUMMARY

Details pertaining to the subject's financial and trading position were unable to be obtained for the current enquiry.

In view of the above the subject has been assigned with a rating of 'NA 5'.

CORPORATE SEARCH

Company Type	Australian Proprietary Company
Registered in:	New South Wales
Registration date:	30/07/2012
Next review date:	30/07/2019
Name start date:	30/07/2012
Status:	Registered
Company type:	Australian Proprietary Company
Class:	Limited By Shares
Subclass:	Proprietary Company
Registered address:	STEVENSTENDELL PTY LTD, 'Level1', 1 Bolger

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Street, CAMPBELLTOWN NSW 2560

Director

Name: JESKA WALLER
Address: 25 Trappers Way, AVALON BEACH NSW 2107
Born: 18/12/1975, MURWILLUMBAH, NSW
Appointment date: 30/07/2012

Name: DAVID ROY WALLER
Address: 25 Trappers Way, AVALON BEACH NSW 2107
Born: 22/06/1968, UNITED KINGDOM
Appointment date: 08/12/2017

Name: JAMES ANDREW RODDY
Address: 77 Moncur Street, WOOLLAHRA NSW 2025
Born: 10/03/1963, TUMUT, NSW
Appointment date: 08/12/2017

Secretary

Name: JESKA WALLER
Address: 25 Trappers Way, AVALON BEACH NSW 2107
Born: 18/12/1975, MURWILLUMBAH, NSW
Appointment date: 30/07/2012

Share Structure

ORD ORDINARY SHARES 1000 240600.00 0.00 7E7262741

Members

Name: CHEN YEE SWEE
Address: 81 Jalan Dato Moyang Salleh, Kuala Klawang 71600, Malaysia
ORD 50 yes FULLY

Name: WANG CHEN QUAN
Address: 99 Songnan Road, Qian Deng Town, Kunshan City, Jiangsu Province 215300, China
ORD 200 yes FULLY

Name: JASON JAMES KEARNEY
Address: 7 Clearview Street, BOWRAL NSW 2576
ORD 150 yes FULLY

Name: JESKA WALLER
Address: 25 Trappers Way, AVALON BEACH NSW 2107
27 August 2018
ORD 300 yes FULLY

Name: MCROD INVESTMENTS PTY. LTD.
ACN: 095 347 890
Address: 10 Crown Street, WOOLLOOMOOLOO NSW 2011
ORD 200 yes FULLY

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Name: ALVARO ZARALLI & HEATHER ZARALLI
Org No.: 625 617 683
Address: 23 McPherson Place, ILLAWONG NSW 2234
ORD 100 no FULLY

SECURITY INTERESTS

Effective 30 January 2012 the Personal Property Securities Register (PPSR) was introduced to give the different Commonwealth, State and Territory laws and registers regarding security interests in personal property under one national system.

As a result of PPS Reform a number of existing Commonwealth, State and Territory personal property security registers will close. Interests registered on existing security interest registers will be migrated to the national PPS Register. Subsequently Registered Charges are no longer lodged with the Australian Securities and Investments Commission (ASIC).

BUSINESS STRUCTURE

TRADING ADDRESS Unit 11, 1 Stonny Batter Rd
MINTO, NSW 2566

TELEPHONE 0402 296 082

WEBSITE www.privatebrands.com.au

EMAIL david@privatebrands.com.au

BANK WESTPAC BANKING CORPORATION

EMPLOYEES 7

BACKGROUND

The subject was incorporated in New South Wales on 30 July 2012 to commence operations as a new venture.

The subject's principals have over 18 years experience in sourcing products.

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OPERATIONS

The subject operates as a specialist product development and sourcing company sourcing various products including Safety Equipment, Industrial Workwear, Tools, Hardware, Electrical Equipment, Office Furniture and Sporting Equipment.

Activities are conducted from premises located at the above listed trading address.

ADVERSE

A search of records of on 1 March 2018 failed to trace any litigation listed against the subject at that date.

FINANCES

The subject is not required to lodge financial statements with the Australian Securities and Investments Commission.

During the current interview conducted with Director David Waller he requested that any queries pertaining to the subject be conducted in writing. An email was has been sent and received by the subject however a reply has not been received.

Subsequently, details pertaining to the subject's financial and trading position could not be obtained for the current enquiry

The subject maintains access to financing facilities with its bankers which are used to assist in funding working capital requirements.

TRADE SURVEY

Details pertaining to the subjects suppliers were not provided for the current enquiry.

A trade survey on the subject was subsequently unable to be conducted.

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 70.14
UK Pound	1	INR 89.97
Euro	1	INR 81.17
AUD	1	INR 51.34

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	VIVR
Report Prepared by :	TRU

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RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)

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