



Housewares International Limited

A.B.N. 90 086 933 431

23 November 2007

Manager, Company Announcements,
Australian Securities Exchange Limited,
Level 4, 20 Bridge Street,
SYDNEY NSW 2000

Dear Sir

Please find the following documentation attached for the 2007 Annual General Meeting to be held today:

1. Chairman's Presentation to Shareholders;
2. CEO's Address to Shareholders at the 2007 Annual General Meeting to be held today.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Shiraz Khan', with a stylized flourish at the end.

Shiraz Khan
Company Secretary



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CEO's Address to Shareholders

Ladies and gentlemen, I would like to thank you for your attendance this morning at what is my first AGM for HWI.

I have been with the Company since July of this year and was appointed CEO on Joe Hersch's retirement effective 1st October.

My background has included several stints living in Asia working for large manufacturing companies, the most recent being for Chiaphua, which was a multi-billion dollar privately owned company which had a JV with companies like Black & Decker, Newell Rubbermaid and Colgate. They were also major manufacturers of small appliances, with HWI being, in fact, one of their customers.

What I have inherited here is a company poised for significant growth in the years to come. A significant amount of effort and money has been invested to make HWI a world class design company, with product being developed showing significant innovation and design functionality.

We have in excess of 30 Engineers working on new product for the world market, with launch dates stretching past 2011. This type of commitment requires the ongoing support of shareholders and employees.

To give you a feel for our business, which has truly become global, I will review each of our major operations.

Australia / New Zealand

HWI is a major player in the Australian SDA market. We have the following key brands:-

- Breville
- Kambrook
- Ronson
- Philips

HWI growth in this market has come from innovation, the launching of new products and, in some instances, category expansion. The last 12 months has seen us launch 80 new products, the following being some of products:-

- BBL800 - Professional 800 Collection Die Cast Blender
- BES400 – Ikon Espresso Machine
- BES820 - Professional 800 Collection Programmable Espresso Machine
- BKE260 - Glass Kettle

During the next 12 months, we intend to ramp up the number of new product releases. We have identified a number of new categories we will be entering under the Breville and Kambrook brands. These categories will provide us with ongoing opportunities to leverage our brands and our strong customer relationships.

Our Philips business continues to grow from strength to strength. During the last year, our leading market share in shavers grew by 3% with the launch of products in both the mid and high end price ranges. In the case of irons, we launched several new models and executed a tactical, high low strategy which saw our market share grow to a position where we are number 2 in the market place and very close to achieving market share leadership position.

In New Zealand, HWI is the market leader where we are almost double our closest competitor. NZ has mimicked the product releases of Australia and the last year has seen a significant number of new product releases which resulted in market share gains. We have very strong customer relationships in NZ and have again, for the second year in succession, been awarded the prestigious Wares Supplier of the Year Award, recognised by leading appliance retailers.

North America (USA and Canada)

The last 12 months has seen our USA operation consolidate into a world class facility which incorporates warehousing and modern offices.

This is a significant change from the 3 separate locations we were operating from previously.

Furthermore, as the Chairman indicated, we acquired the remaining 50% of the Canadian-based distribution business with effect from 1 January 2007.

Our electrical business has grown significantly in North America and, during the last 12 months, we have launched the following new products:-

- BBL600XL – Ikon Hemisphere™ LCD Blender
- BCS500XL – 9.6V Cordless Hand Blender
- BKC600XL – Gourmet Single Cup Brewer
- BGR400XL – Ikon Removable Plate Grill
- BJE510XL – Ikon Multi-Speed Juice Fountain
- 800BLXL – Die Cast Hemisphere™ Blender
- BBL550XL - Ikon Hemisphere™ Blender
- BCS600XL – Wizz Cordless Plus
- BRC350XL – Gourmet Rice Cooker

These new products have been extremely well received by retailers, and sell through has been strong. The continuing innovation being developed by our Sydney-based design team will lead to a number of significant new product releases in 2008 and beyond.

The growth in our electrical business will be driven by new products and the increasing brand awareness of Breville, as we continue to invest significantly in the brand.

Homewares continues to be a challenging business in North America. Many retailers continue to go direct to China, and devalue the brands that we represent. Our strategy in this area is to drive sales through innovation and, via careful sku management, maximise our return. Some of our new products in 2007 included:-

- Cooking
- Dinnerware

North America and Export are HWI's biggest opportunity. We have established a strong beach head. We have an expanding range, strong customer relationships and highly motivated and talented staff who will help us achieve our aggressive objectives in years to come.

Export

We have a strong export business which we run out of Hong Kong. We have been particularly successful in countries like Russia, where our partner, Bork, has built a significant business selling our high end products. We have also built up a strong export business in markets such as:-

France

Germany

South Africa

Switzerland

UK

Conclusion

We now have a focused electrical business. We have strong brand names. We have a significant ongoing product road. We have built up a core team of highly motivated and committed managers.

I look forward, in years to come, to delivering on the full potential of this great company.

Thank you for your time today.

Paul Hill
Chief Executive Officer