



COMPANY ANNOUNCEMENT

23 October 2013

AMA Expands Vehicle Protection Product business Acquisition of Custom Alloy

The Directors of AMA Group Limited ("AMA" ASX: AMA) are pleased to announce that AMA has agreed to acquire Custom Alloy Pty Ltd ("Custom Alloy").

Having now completed due diligence to its satisfaction, AMA is scheduled to complete the acquisition of Custom Alloy on 29 November 2013.

The acquisition will significantly expand AMA's Vehicle Protection Product business alongside AMA's East Coast Bullbars ("ECB") business.

About Custom Alloy

Custom Alloy is a long standing Queensland based business that:

- Principally manufactures alloy bullbars specifically for the medium commercial vehicle market
- Has a well established customer base
- Is located approximately 15km from AMA's ECB manufacturing facility
- Recorded strong financial performance:
 - Revenue was c\$11.69 million in FY13
 - EBIT was c\$1.42 million in FY13

AMA has acquired Custom Alloy at an EBIT multiple of c3.4x for cash of \$4.9 million plus Inventory (capped at \$1.0 million). Consideration will be funded through AMA's existing cash resources.

AMA Executive Director and CEO Ray Malone said "AMA is delighted about this significant acquisition that will expand our offering in the Vehicle Protection Product business and create significant value for our shareholders. AMA have been carefully reviewing acquisition targets for sometime and are pleased to make our first significant acquisition out of existing cash resources. We look forward to positive contributions from the Custom Alloy business in the future."

For and on behalf of the Board;

Terri Bakos
Company Secretary
AMA Group Ltd