Our vision

To change the face of men’s health.
To be the benchmark charity that will open up a new generation of philanthropy through our smart use of technology, innovative marketing, and low cost-to-fundraising ratios.

Movember will forever change the way males think about, discuss, and treat their own health issues.
Movember demonstrates the success that like-minded individuals can achieve when committed to a central cause.

Just three years ago, 30 of our mates kicked off the first Movember campaign. It's hard to believe from those humble beginnings, that in 2006 over 57,000 Mo Bros and Mo Sistas raised $7.3 million in Australia and $800,000* in New Zealand.

The increased awareness of male health issues, specifically prostate cancer and depression, created by 57,000 Mo Bros and Mo Sistas discussing the campaign with friends, colleagues and sponsors, is a tremendous outcome. The campaign also achieved over 1,200 media reports generating enormous publicity for men's health.

In 2007, Movember will build on the success of previous campaigns and become truly global with the launch of campaigns in the USA, Canada, Spain and the UK. The funds from these campaigns will be donated to prostate cancer beneficiary partners in each country, with a percentage remitted to Movember in Australia.

The participants of Movember, the Mo Bros and Mo Sistas, are the true cause of Movember's success and we offer them our special thanks. We understand the strength and commitment it takes to donate your face and grow a Mo for thirty days, to raise sponsorship funds and discuss male health issues, and we congratulate them on their superb efforts.

We also thank our Corporate Sponsors. Their commitment and enthusiasm for the campaign has contributed significantly to Movember’s success.

Our beneficiary partners, beyondblue and the Prostate Cancer Foundations of Australia and New Zealand, have supported Movember well. Their effective use of the Movember funds in research projects, awareness raising and community support projects are contributing greatly to improving male health year round and we look forward to continuing our partnership in the future.

A word from the founders

Adam Garone
Luke Slattery
Justin Coughlin
Travis Garone

*The funds raised in New Zealand were contributed directly to the Prostate Cancer Foundation of New Zealand, who then paid $138,000 to the Movember Australia Foundation for running the campaign on their behalf.
About us

Our aims
We aim to reduce the number of preventable male deaths by creating awareness of male health issues and raising funds for our beneficiary partners. We are achieving this by:

- Enabling Mo Bros and Mo Sistas to engage with the Movember campaign, have some fun along the way, and raise awareness and funds for men’s health
- Partnering with the pre-eminent men’s health organisations as beneficiaries, and working with them to achieve the best possible outcomes from the funds raised
- Reducing the number of male deaths by encouraging men to discuss their health concerns, and access health services for check-ups thereby increasing the chance of early detection and effective treatment.

How it began
A couple mates having a quiet beer on a Sunday afternoon in 2003 conceived the concept. They decided to create a simple campaign that promoted the growth of moustaches amongst like-minded individuals whilst raising money to donate to a charity.

Four friends, Adam Garone, Luke Slattery, Travis Garone and Justin Coghlan founded the charity with personal funds and volunteer time – they remain directors of the Foundation today.

Movember was started by mates and will forever stay true to mateship, fun, laughter and celebration with a collectively positive mindset.

What is Movember?
Movember is about bringing the moustache back; it’s about having some fun and doing it for a very serious cause – men’s health, specifically prostate cancer and depression.

The end of the campaign is celebrated with a Gala Party in each major city and Mo Town parties in regional and rural centres. Mo Bros and Mo Sistas come dressed to suit their Mo and battle it out for their chance to take home the prestigious Man of Movember or Miss Movember title.

Movember is about having some fun, celebrating mate-ship and doing it for a very serious cause – men’s health, specifically prostate cancer and depression.

Our History
In 2004 we kicked off our first formal campaign raising funds on behalf of the Prostate Cancer Foundation of Australia (PCFA) with the catchphrase of ‘Are you man enough to be my man?’. That year 452 Mo Bros and Mo Sistas raised $55,000 which was all donated to the PCFA. The founders donated the costs and the effort to run the 2004 campaign.

We followed with our ‘Give prostate cancer a kick in the-ass’ campaign in 2005. The number of Mo Bros and Mo Sistas increased to 9,315 and they raised $1.17 million that was again all donated to the PCFA. The 2005 campaign was managed by the four founders on a voluntary basis. The minimal costs required to run the campaign were funded by the PCFA.

Another great outcome from the 2005 campaign was the increased awareness of prostate cancer and men’s health. The PCFA committed to spend the Movember funds on prostate cancer research, and in that year the federal government also committed $1 million – this being the first time the federal government had ever committed money to prostate cancer research. These research grants are being managed by the National Health and Medical Research Council.

In 2006, two of the founders left their full time corporate careers and dedicated themselves to the campaign. The resulting 2006 campaign ‘Changing the face of men’s health’ exceeded all expectations with 45,102 participants raising over $7.3 million in Australia, 10,755 participants raising over $800,000 in New Zealand and a further 1109 expatriates contributing $25,000. The costs associated with establishing and running the Movember Foundation in 2006 were funded from the founders’ personal savings, and reimbursed only when the campaign had raised adequate funds.

Where we are heading
Not far from where we started - Movember is about bringing the moustache back; it’s about having some fun and doing it for a very serious cause – men’s health, specifically prostate cancer and depression.

Movember will stay true to its origins and always have the Australian campaign as its number one priority. Movember will continue to grow in Australia and New Zealand and expand globally, but only into countries where we are asked to do so, and where there is an opportunity to significantly increase the level of global funds dedicated to researching a cure for prostate cancer.

We are proud of this overseas expansion because a percentage of the funds raised abroad will be used to offset the running costs in Australia. If projections are achieved, we will reach the point where almost every dollar raised in Australia will go to research and awareness programs.

Our Vision is to be the benchmark charity through our smart use of web based technology, innovative marketing, and cost-to-fundraising ratios which will open up a new generation of philanthropy.

Movember will forever change the way males think about, discuss, and treat their own health issues.

---

Snapshot

Funds raised by Mo Bros and Mo Sistas

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>$56,000</td>
</tr>
<tr>
<td>2005</td>
<td>$175,000</td>
</tr>
<tr>
<td>2006</td>
<td>$751,752</td>
</tr>
</tbody>
</table>

*The funds raised in New Zealand were contributed directly to the Prostate Cancer Foundation of New Zealand, who then paid $189,000 to the Movember Australia Foundation for running the campaign on their behalf.*

---

Our aims

**We aim to reduce the number of preventable male deaths by creating awareness of male health issues and raising funds for our beneficiary partners. We are achieving this by:**

- Enabling Mo Bros and Mo Sistas to engage with the Movember campaign, have some fun along the way, and raise awareness and funds for men’s health
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Movember is about having some fun, celebrating mate-ship and doing it for a very serious cause – men’s health, specifically prostate cancer and depression.
The 2006 campaign

The 2006 campaign, “changing the face of men’s health” doubled its projected target of 22,500 registrations with 45,102 participants raising $7.3 million. The campaign was run in New Zealand for the first time and achieved outstanding success with 10,750 participants raising over $800,000.1

Awareness and education surrounding men’s health issues became the most important product of the 2006 campaign with younger participants, increased involvement from rural and regional communities and an enhanced profile of corporate team participation.

Awareness Outcomes

The primary aim of the Movember campaign is to reduce the number of preventable male deaths by creating awareness of male health issues, specifically prostate cancer and depression. The key awareness outcomes from the 2006 campaign are summarised below:

01 Media coverage of Movember and the key men’s health messages was significant with 1,207 media hits that had a combined reach of 187,962,069 people. That means on average every Australian was exposed to Movember and its health message 9 times during the 2006 campaign.

02 Each Mo Bro is a walking billboard having to explain their new look and have done a great job in bringing men’s health into the public eye - every guy who makes an effort to get over their complacency and head off to the doctor is helping to get on top of the men’s health problem in the community.

Graeme Holloway, Pharmacist, President Pharmaceutical Society of Australia

Financial Outcomes

The second aim of the Movember campaign is to raise funds for our beneficiary partners, the Prostate Cancer Foundation of Australia, beyondblue and the Prostate Cancer Foundation of New Zealand who use the funds in research projects, awareness raising and community support projects. This ensures the work done by the Mo Bros and Mo Sistas during Movember has a year round impact on the state of men’s health.

In May 2007, the Movember Foundation handed two cheques for the amount of $2,527,800 each to the Prostate Cancer Foundation of Australia and beyondblue – the national depression initiative. A further $800,000 was donated by Mo Bros and Mo Sistas directly to the Prostate Cancer Foundation of New Zealand.

(Please refer to the Financial Overview section for further information.)

Key results

<table>
<thead>
<tr>
<th>Registrations</th>
<th>Donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>$7,300,085</td>
</tr>
<tr>
<td>NZ</td>
<td>$829,986</td>
</tr>
<tr>
<td>Ex-pat</td>
<td>$214,667</td>
</tr>
<tr>
<td>Australians</td>
<td></td>
</tr>
<tr>
<td>and New Zealanders</td>
<td></td>
</tr>
<tr>
<td>All</td>
<td>$8,344,738</td>
</tr>
</tbody>
</table>

*The funds raised in New Zealand were contributed directly to the Prostate Cancer Foundation of New Zealand, who then paid $198,000 to the Movember Australia Foundation for running the campaign on their behalf.

Movember.com
Men are less healthy than women. The average life expectancy for a male is five years less than a female (currently 78 compared to 83), and men access health services 30-40% less than women, thereby denying themselves the chance of early detection of common diseases.

The obvious question is why? Part of the answer is a lack of awareness of male health issues. The ‘she’ll be right’ attitude and a reluctance to see a doctor also contribute to the issue.

The aim of Movember is to change this attitude, make male health fun by bringing the moustache back, and in the process raise some serious funds for key male health issues.

Movember has chosen two areas of focus – prostate cancer and depression. These were selected because every year about 3,000 Australian men die of prostate cancer (equivalent to the number of women who die from breast cancer) and one in six men suffer from depression – most do not seek help.

Prostate Cancer
Prostate cancer is the most common cancer in Australian men and one in nine men will develop the cancer in their lifetime.

Prostate cancer can be cured if treated while still confined to the prostate gland. While prostate cancer is most common in men over the age of 50, younger men diagnosed with it are more likely to die prematurely from it.

Although prostate cancer takes as many male lives as does breast cancer, past surveys have shown the majority of women feel well informed about breast cancer, but the same cannot be said for men and prostate cancer.

For further information, go to www.prostate.org.au

Depression
Depression is one of the most common of all mental health problems, and in men, it is also associated with an increased risk of other disorders including cardiovascular disease and diabetes.

Male depression is complicated by the fact that men are less likely than women to seek medical treatment of any kind. Rather than discussing mental health issues or seeking treatment, men may turn to alcohol or drugs when they are depressed or anxious. Depression is a known high risk factor for suicide; tragically, about five men per day commit suicide in Australia, a devastating statistic.

It is critical to lift awareness of the signs of depression so that it can be treated effectively.

For further information, go to www.beyondblue.org.au
Movember has partnered with beneficiaries whose responsibility is to drive outcomes from the Movember funds through research programs, awareness campaigns and support networks for men suffering an illness. The Prostate Cancer Foundation of Australia and beyondblue – the national depression initiative have been selected as Movember’s partners.

The Prostate Cancer Foundation of Australia (PCFA)

The PCFA is the national body for prostate cancer in Australia. It plays a vital role in the fight against prostate cancer and diverts its resources to reducing the impact of prostate cancer on the community.

The goals of the PCFA are to:

01. Reduce the impact of prostate cancer on Australian men, their partners, their families and the community.
02. Represent the interests of all Australian men diagnosed with prostate cancer.

The PCFA works to raise awareness and attract widespread support for the work of the Foundation to:

01. Fund research into the causes, detection, diagnosis and improved treatment of prostate cancer
02. Provide information, support and counselling to those affected by prostate cancer
03. Raise community awareness of the incidence of prostate cancer, thereby encouraging earlier detection and more effective treatment of the disease.

For further information, go to www.prostate.org.au

beyondblue – the national depression initiative

beyondblue is grateful for the creativity of the four founders of Movember, their good governance in managing the organisation and importantly the awareness and financial support they give to beyondblue and the Prostate Cancer Foundation of Australia. Chairman of beyondblue, Hon Jeff Kennett

beyondblue is a national, independent, not-for-profit organisation working to address issues associated with depression, anxiety and related substance misuse disorders in Australia.

beyondblue’s five priorities are:

01. Increasing community awareness of depression, anxiety and related substance misuse disorders and addressing associated stigma.
02. Providing people living with depression and their carers with information on the illness and effective treatment options, and promoting their needs and experiences with policy makers and healthcare service providers.
03. Developing depression prevention and early intervention programs.
04. Improving training and support for GPs and other healthcare professionals on depression.
05. Initiating and supporting depression related research.

For further information, go to www.beyondblue.org.au

Movember’s corporate partners

Movember’s corporate partners were an integral part of the 2006 campaign. They contributed funding for administrative costs as well as supplying professional services, prizes and promotional assistance.

Movember thanks the following sponsors for their outstanding support and commitment.

**Beneficiary partners**

**The Prostate Cancer Foundation of Australia (PCFA)**

No other single event has affected the understanding and awareness of prostate cancer as much as Movember. What was often a taboo subject only a few years ago is now starting to become a mainstream issue (as it should be). Thanks to the thousands of Mo Bros and Mo Sistas who show such great support each Movember.

Andrew Giles, CEO, Prostate Cancer Foundation of Australia

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05. Initiating and supporting depression related research.

For further information, go to www.beyondblue.org.au

**Corporate partners**

Movember’s corporate partners were chosen for their fit with the Movember brand and appeal to the Movember target audience. Our partners encouraged wider participation in the campaign through customer and industry networks. The employees and others associated with the sponsors, increased awareness of the campaign through internal promotions, word of mouth and sponsorship by family, friends and work colleges.

Movember thanks the following sponsors for their outstanding support and commitment.

**Major sponsors**

**Supporting sponsors**
Corporate governance

The Movember Board was expanded in 2007 with the addition of four independent directors to the existing board of four original founders.

The board is accountable to the Members of Movember for the overall direction, management and corporate governance. The Members of Movember include:

- Movember’s corporate sponsors and partners
- The Mo Bros and Mo Sistas who participate in Movember
- Those people and organisations that sponsor the Mo Bros and Mo Sistas
- Movember’s staff

The Board will continue to review processes over the next twelve months to ensure that Movember maintains the highest standards of corporate governance, accountability and transparency.

All Board members are unpaid in keeping with the organisation’s focus on minimisation of administration costs.

Directors

Mr Paul Villanti
Chairman
Paul has more than 20 years experience running high growth Australian companies and is a qualified lawyer.

Adam Garone
Executive Director
An extensive corporate background in e-commerce, web based marketing and project management gives Adam the ideal skills for his current role as CEO of Movember. Adam is a founder of Movember.

Luke Slattery
Executive Director
Luke has over 10 years experience with a number of retail, importing and distribution businesses representing Australian and international sporting and fashion brands. At Movember Luke is responsible for Movember’s sponsor partnerships, marketing and events. Luke is a founder of Movember.

Mr Justin Coghlan
Non Executive Director
Justin has a background in media and currently runs his own boat building business. Justin is a founder of Movember.

Mr Travis Garone
Non Executive Director
With impressive creative talent and his own creative consultancy, Travis has contributed extensively to the development of the Movember brand and creative concepts. He is a founding member of Movember.

Ms Narelle Curtis
Non Executive Director
With a doctorate in medical research and more recently eight years experience managing public relations, marketing and fundraising for the Murdoch Childrens Research Institute, Narelle has the perfect mix of skills and experience to contribute to The Movember Foundation.

Mr Andrew Gibbins
Non Executive Director
Andrew brings over 16 years experience in private business strategy, operations and logistics, and is one of the original group of 30 Mo Bros.

Ms Elaine Farrelly
Non Executive Director
Elaine is a Chartered Accountant who has over 20 years experience with international corporations and the not-for-profit sector.

Financial overview

Sources of funds raised

Ninety two per cent of all funds raised during the 2006 campaign were generated by the fantastic efforts of the Mo Bro and Mo Sistas.

How the funds are used

In May 2007, Movember handed over five cheques for $2,527,000 each to the PCFA and beyondblue, who will drive tangible outcomes for men’s health through research programs, awareness campaigns and support networks.

The Board of Movember considered it prudent financial management to retain sufficient funds to cover the cost of running and promoting the 2007 campaign. The retained funds will be used during the 2007 campaign to achieve Movember’s primary objective which is to reduce the number of preventable male deaths by creating awareness of male health issues, specifically prostate cancer and depression, as well as covering fundraising and administrative costs.

This retention of funds has in effect created a cash reserve to cover the anticipated costs associated with the annual campaign. Any future changes in this reserve will be minimal adjustments to cover future growth. This will allow the majority of the funds raised during 2007 and future campaigns to be distributed to the beneficiary partners.

Refer to ‘How the funds are used’ above, for explanation of this amount.

Note: Fund uses are expressed as percentages of revenue.
**Summarised Income Statement**  
For the 15 month period to the 30 June 2007

<table>
<thead>
<tr>
<th>Revenue</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mo Bro / Mo Sista sponsorship – Australia</td>
<td>7,514,752</td>
</tr>
<tr>
<td>Corporate sponsorship (including donated goods and services)</td>
<td>505,643</td>
</tr>
<tr>
<td>Gala Party / merchandise</td>
<td>134,015</td>
</tr>
<tr>
<td>Royalties for services provided to other Movember events globally</td>
<td>138,986</td>
</tr>
<tr>
<td>Interest and other</td>
<td>192,867</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>8,486,263</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donated to PCFA</td>
<td>2,527,800</td>
</tr>
<tr>
<td>Donated to beyondblue</td>
<td>2,527,800</td>
</tr>
<tr>
<td>Promotion / community awareness raising</td>
<td>1,134,029</td>
</tr>
<tr>
<td>Fundraising</td>
<td>700,909</td>
</tr>
<tr>
<td>Administration</td>
<td>509,175</td>
</tr>
<tr>
<td><strong>Total Expenditure</strong></td>
<td><strong>7,399,713</strong></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Net Surplus / Funds retained</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1,086,550</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Summarised Balance Sheet**  
At 30 June 2007

<table>
<thead>
<tr>
<th>Assets</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets</td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>1,067,073</td>
</tr>
<tr>
<td>Interest receivable</td>
<td>11,570</td>
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<tr>
<td>GST receivable</td>
<td>119,365</td>
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<tr>
<td><strong>Total current assets</strong></td>
<td><strong>1,198,008</strong></td>
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<tr>
<td>Non-current assets</td>
<td></td>
</tr>
<tr>
<td>Plant and equipment</td>
<td>36,799</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>1,234,807</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current liabilities</td>
<td></td>
</tr>
<tr>
<td>Payables</td>
<td>146,563</td>
</tr>
<tr>
<td>Provisions</td>
<td>1,694</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td><strong>148,257</strong></td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>148,257</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net assets</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1,086,550</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Equity</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funds available for future use</td>
<td>1,086,550</td>
</tr>
<tr>
<td><strong>Total equity</strong></td>
<td><strong>1,086,550</strong></td>
</tr>
</tbody>
</table>
Independent audit report
to the members of The Movember
Group Pty Limited as Trustee
for The Movember Foundation

Report on the financial report
We have audited the accompanying
summarised financial report of
The Movember Group Pty Limited
as Trustee for The Movember
Foundation comprising the
income statement and balance
sheet for the financial period
ended 30 June 2007, which was
derived from the financial report
of The Movember Foundation.
We expressed an unmodified
auditor’s opinion on that financial
report in our auditor’s report dated

Auditor’s responsibility
Our responsibility is to express
an opinion on the summarised
financial report based on our
procedures, which were conducted
in accordance with Australian
Auditing Standards. These Auditing
Standards require that we comply
with relevant ethical requirements
relating to audit engagements.

Auditor’s opinion
In our opinion, the information
reported in the summarised
financial report is consistent, in all
material respects, with the financial
report from which it was derived.
For a better understanding of the
scope of our audit, this auditor’s
report should be read in
conjunction with our audit report on
the financial report.

PricewaterhouseCoopers
Manoj Santiago
Partner
Sydney
2 November 2007

Declaration by Directors

As stated in Note 1(a) to the
financial statements, the Foundation
is not a reporting entity because,
in the directors’ opinion, it is unlikely
that users exist who are unable
to command the preparation
of reports tailored so as to satisfy,
specifically, all of their information
needs. This summarised financial
report has been prepared for
the inclusion in the Annual Report.
In accordance with a resolution
of the board of directors of
The Movember Group Pty Limited
as Trustee for the Movember
Foundation, the directors declare
that in their opinion:
(a) there are reasonable grounds to
believe that the Foundation will be
able to pay its debts as and when
they become due and payable; and
(b) the financial statements and
notes have been prepared to meet
the financial reporting responsibilities
of the Foundation’s trust deed,
including:
(i) compliance with accounting
standards and other mandatory
professional reporting
requirements; and
(ii) give a true and fair view of the
financial position and performance
of the Foundation for the financial
year ended 30 June 2007.

On behalf of the Board

Adam Garone
Director
Melbourne, Australia
2 November 2007