

Investor update

FY2021 results | August 2021

Dave Clark
Chief Executive

cellnet

ASX : CLT



The Cellnet Group

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Established in 1992, Cellnet listed on the Australian Stock Exchange (ASX) in 1999 and now employs over 70 people across Australia and New Zealand. Cellnet is one of the largest accessory specialist distributors in the region. Cellnet's success is derived from its unique managed services model, combining world leading brands, its own 3sixT brand and an innovative category management approach. Cellnet provides extensive reach and coverage across all markets in both the Australian and New Zealand retail and telecommunications channels.

cellnet.com.au

 **Turn Left**
DISTRIBUTION

Turn Left is a leading Interactive Entertainment specialist across Australia and New Zealand. Partnering with some of the world's market leading brands, Turn Left provides a full-service distribution model, working with vendors and partners to manage fully integrated, localised end-to-end, go-to-market solutions with overarching marketing, PR and event activations.

turnleft.net.au

 **Performance**
Distribution

Performance Distribution is a leading specialist in online channels and direct to consumer distribution across Australia and New Zealand. Providing brands with website, database management and digital campaigns as well as traditional distribution services. Performance Distribution provides an Omni-Channel technology platform to brands and retailers that wish to sell online and strengthens the established Cellnet and Turn Left retail network with support for endless aisle and click and collect strategies.

performancedistribution.nz



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Cellnet **delivers** landmark result

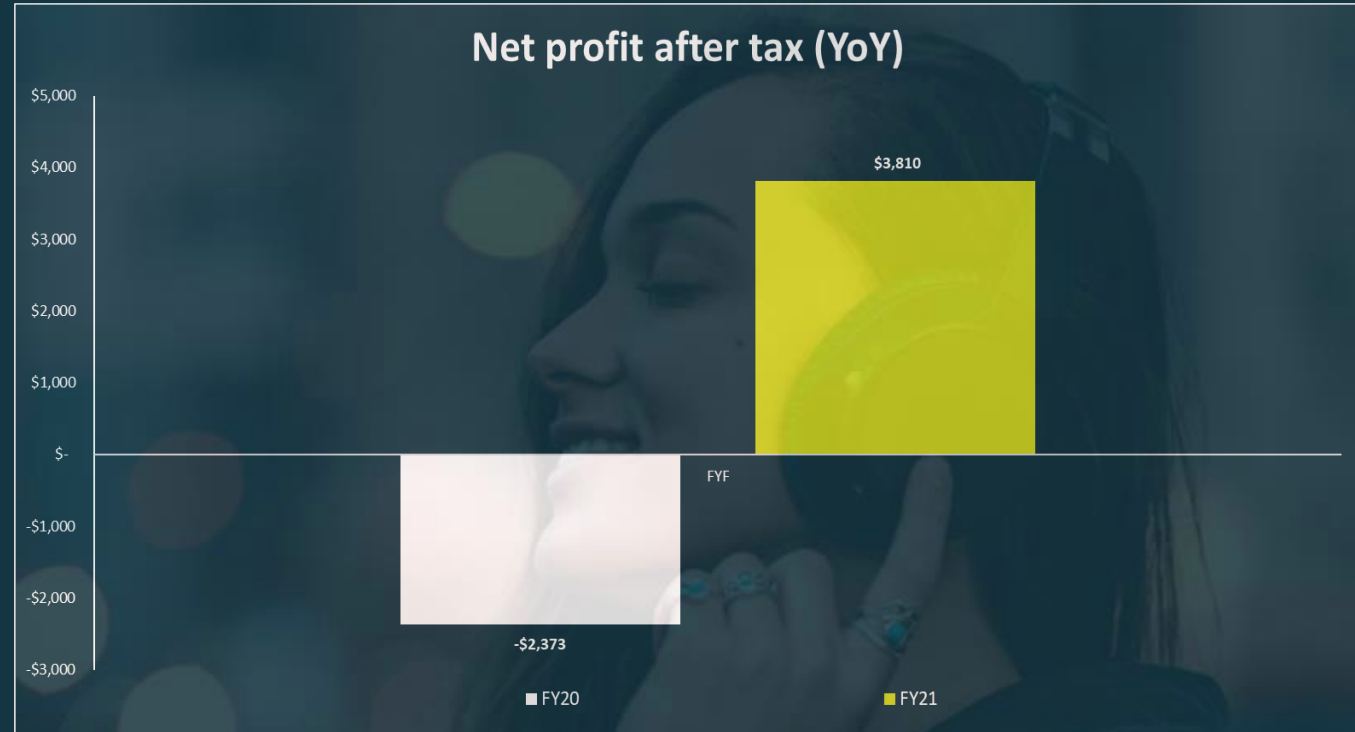
- Net profit after tax **\$3.81m,**
up 261% year-on-year
- **Strongest** pre-tax profit
performance **in 15 years**
- Cellnet reinstates **dividend**

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Net profit after tax up 261%

FY21 **\$3.81m**
FY20 **(\$2.37m)**
Up **\$6.18m YoY**

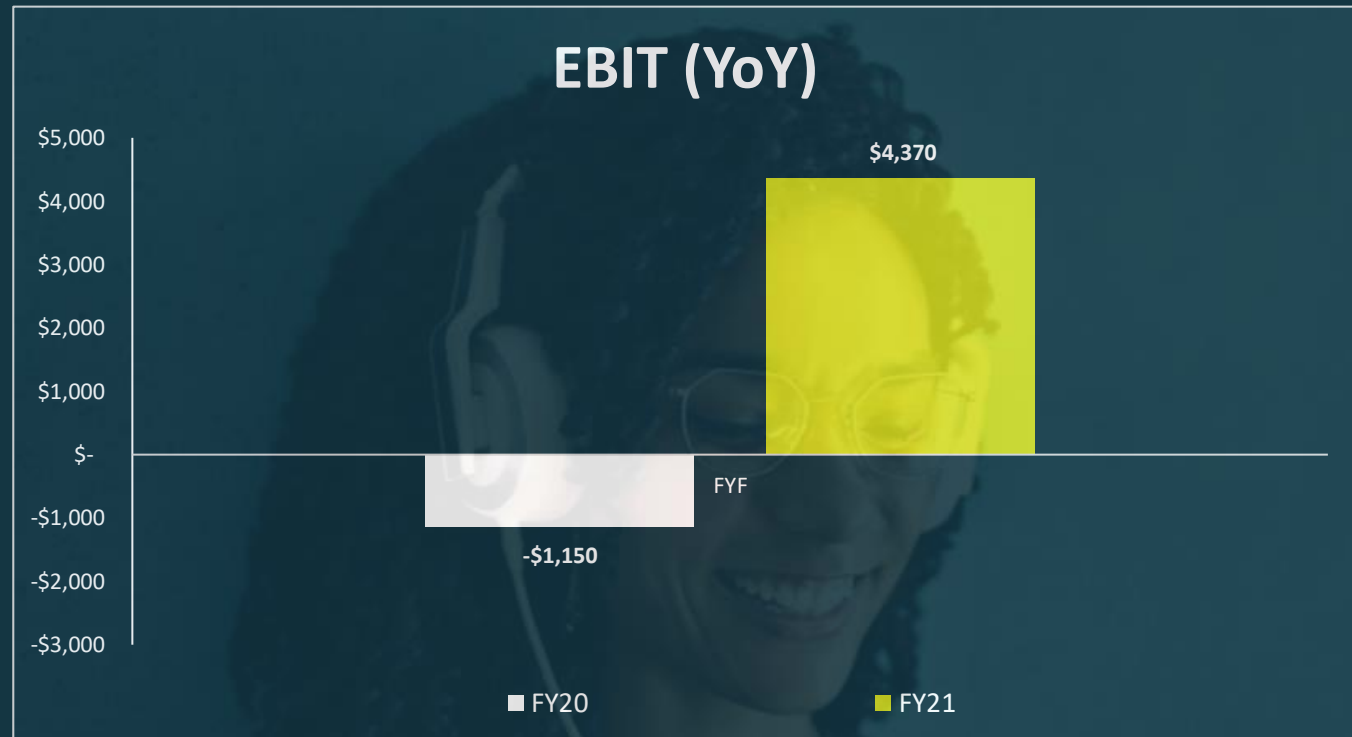


EBIT up 480% to \$4.37m

FY21 **\$4.37m**

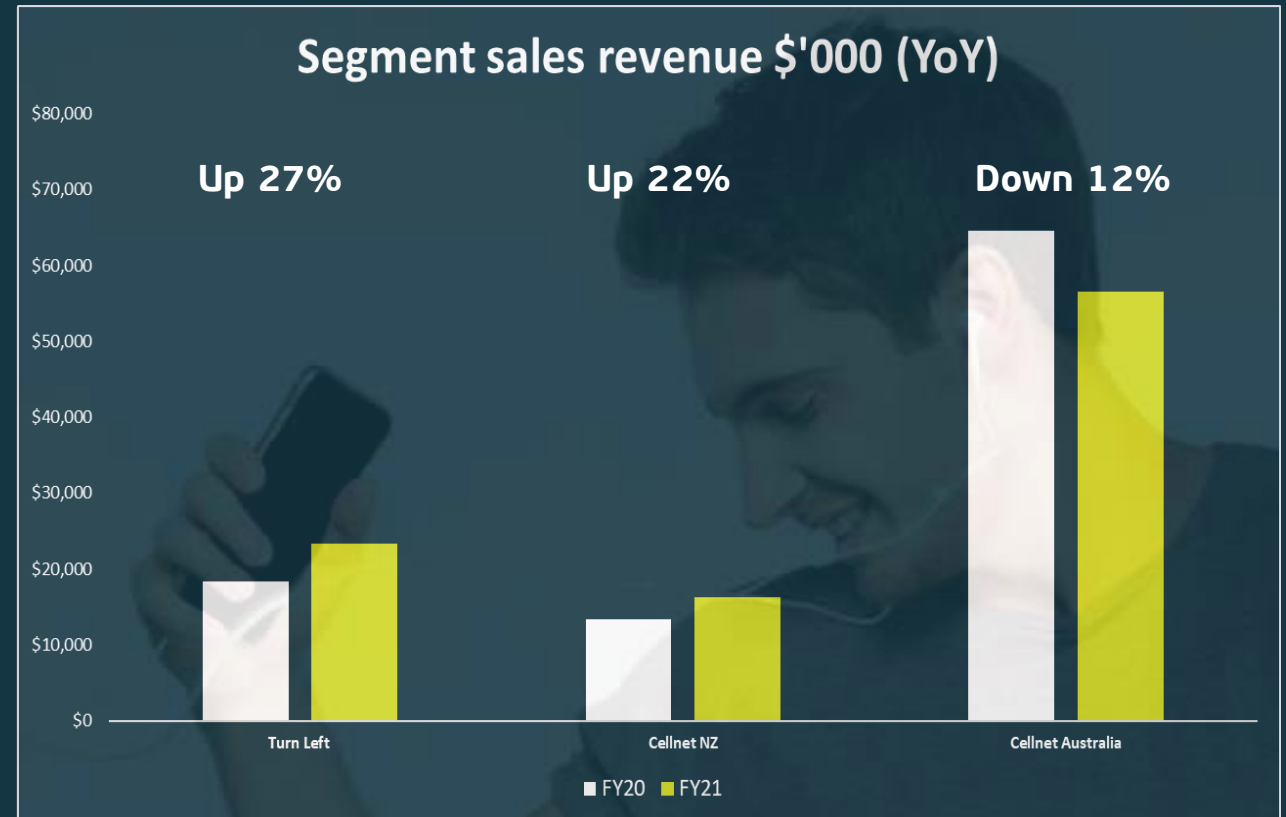
FY20 **(\$1.15m)**

Up **\$5.52m YoY**



FY2021 Group sales revenue

- **\$8m organic revenue growth in Turn Left gaming and NZ business units of 27% and 22% respectively**
- **Total Group sales of \$96.1m, flat compared to last year (\$96.2m)**
- **Consolidated growth offset by Cellnet Australia decline, transitioning from lower margin product mix**
- **Cellnet Australia sales margin increased YoY, benefiting from a pivot to higher margin brands**



Cellnet reinstates Full-year dividend

- **0.30** cents per share
- Dividend **yield of 4.4%**
(on share price at 24 Aug 2021)
- Dividend **payout ratio 19.1%**
of net profit after tax

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FY21 results highlights

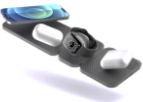
- Profit after tax of \$3.81m, up \$6.18m year-on-year
- EBIT up 480% year-on-year to \$4.37m
- Full-year dividend declared of 0.30 cents per share
- Return on equity of 15.0%
- Strong balance sheet with \$7.0m cash at bank as of 30 June 2021
- All term debt fully repaid during financial year
- NTA (Net Tangible Assets) backing 8.34 cents per share, 22.6% improvement year-on-year
- Basic EPS (earnings per share) of 1.61 cents per share, up 3.85 cents per share year-on-year

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New brand partners in FY21

Category: Mobile accessories



ZENS

Category: Personal audio



wave

Category: gaming accessories



nacon

Category: AV/IT accessories



gobay



BlueAnt



STEALTH

Category: Camera & imaging



instax
FUJIFILM



SOUL



SUBSONIC™



MY ARCADE®

Brand partners

Market leading, **global brands**
in **key consumer** segments

- Mobile, AV and IT accessories
- Gaming accessories and software
- Personal audio: In-ear, headphones and speakers
- Power, connectivity and surge protection
- Memory, mobile security, smart home
- Unified communications

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3sixT

arlo

BlueAnt

BRAVEN

CAPCOM

COACH

COLLECTIVEMINDS

defunc

GameMill
entertainment

gobay

GRIFFIN

HYPERKIN
PLAY WELL. LIVE WELL.

IFROGZ

incase

INCIPIO

FUJIFILM
instax

INVISIBLE
SHIELD

kate spade
NEW YORK

KONAMI

KONTROLFREEK

IKT

LIFEPROOF

MARVELOUS!

MAXIMUM
GAMES

mophie

MY ARCADE

nacon

next level
RACING

oppo

Otter
BOX

PanzerGlass

poly

POWERGUARD

RAM
MOUNTS

RIG

Rising Star Games

SAMSUNG

SENNHEISER

SOUL

STEALTH

Strontium

SUBSONIC

SURVIVOR

tech21

THRUSTMASTER

TREND
MICRO

UEG

wave

ZAGG

ZENS

Cellnet brands

Growth of Cellnet **own brands**
in **high velocity**, core categories

Strategic APAC **sourcing**
partnership with Wentronic,
Cellnet's major shareholder

- Mobile device protection accessories
- Power, connectivity, wireless charge
- AV, IT and gaming accessories
- Surge protection

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3sixt

POWERGUARD®

wave

gobay®

Poly appoints Cellnet in new distribution deal

- Poly is market leader in audio and video solutions, formed by the merger of Plantronics and Polycom
- The new ANZ agreement extends the range Cellnet distributes to include unified communications, targeting Work From Home, telco carrier and B2B applications
- Products include wireless headsets, office telephony, smart speakerphones and personal video conferencing solutions
- Cellnet to also fulfil Poly online channels, including Amazon retail



POLY = PLANTRONICS & POLYCOM

WORK HERE, WORK THERE. WORKING FROM ANYWHERE

BLUETOOTH HEADSETS



USB HEADSETS



DECT WIRELESS HEADSETS



SMART SPEAKERPHONE



PERSONAL VIDEO CONFERENCING

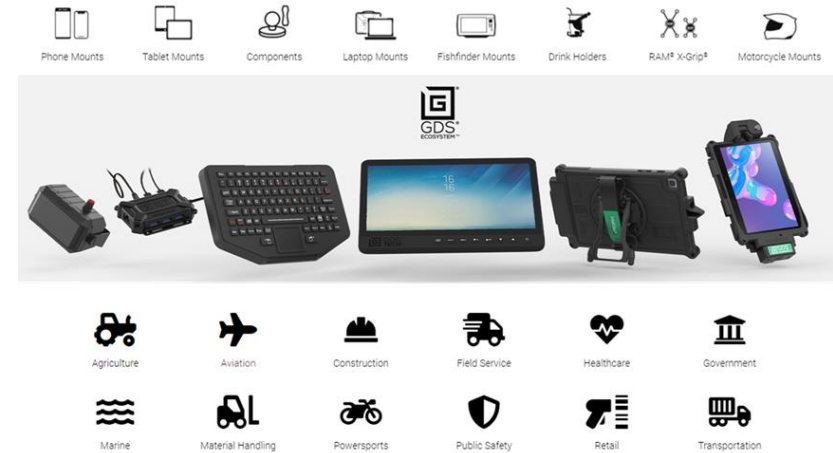


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discover
the next

Cellnet signs ANZ agreement with RAM mounts

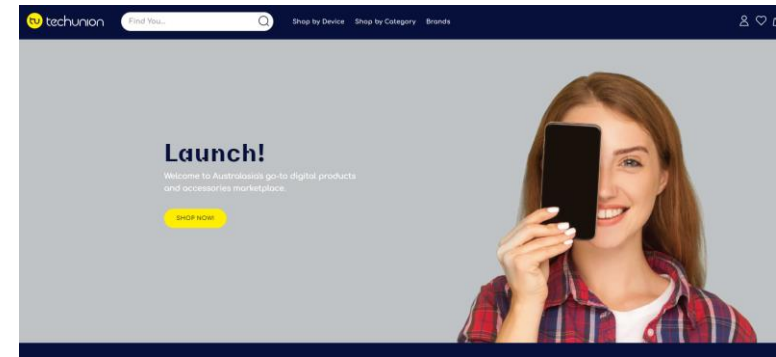
- RAM® Mounts expands Cellnet’s offering in the B2B and enterprise space with a wide range of mounts and docks.
- RAM® Mounts is the leading manufacturer of rugged and versatile mounting solutions for nearly any application and device – including phones, tablets, cameras, GPS systems, laptops, marine electronics and much more.
- RAM® mounting solutions have been synonymous with quality and performance for more than two decades.



Techunion – ANZ online tech store



- One-stop tech shop, with an extended range from suppliers not offered in stores
- Clearance of end-of-life product from retail channels
- Test and measure of new and emerging categories, such as refurbished phones and connected home
- Techunion marketplace stores now live incl Amazon, Kogan and eBay
- Free delivery and returns, utilising Cellnet DC's across Australia and New Zealand
- Secure payments, Afterpay now added



Apple iPhone XR 64GB - Renewed

\$655.95

★ ★ ★ ★ ★ No reviews

SKU: 10160636

Availability: 4 in stock

Vendor: Apple

Product Type: Refurbished iPhone

Barcode: 16390100025918

SPECIFICATIONS: Excellent Condition



FREE STANDARD DELIVERY for orders over \$89

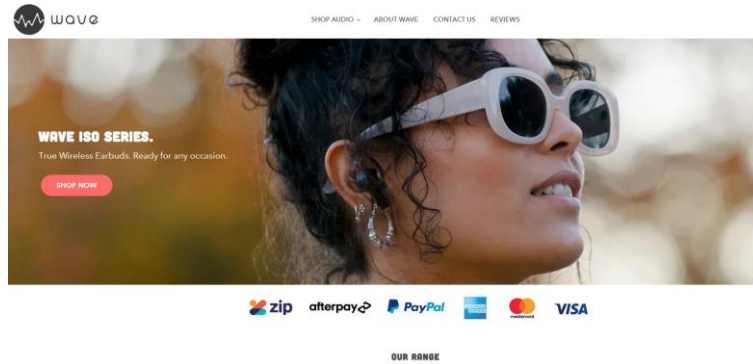
Ask about this product

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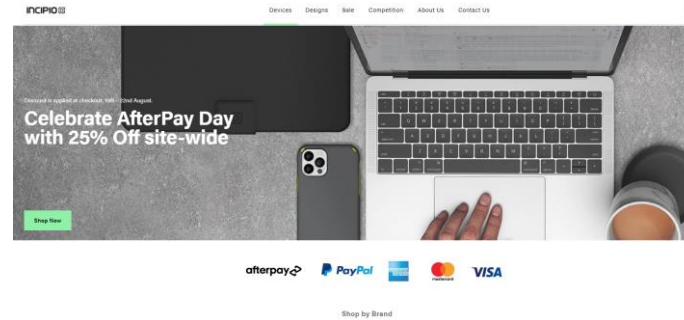
Add to cart

New brand partner eCommerce sites

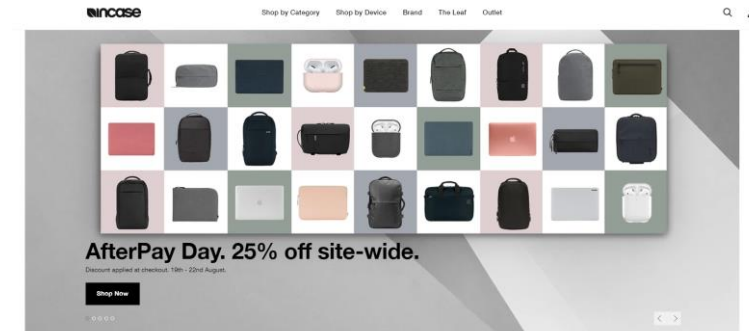
Wave



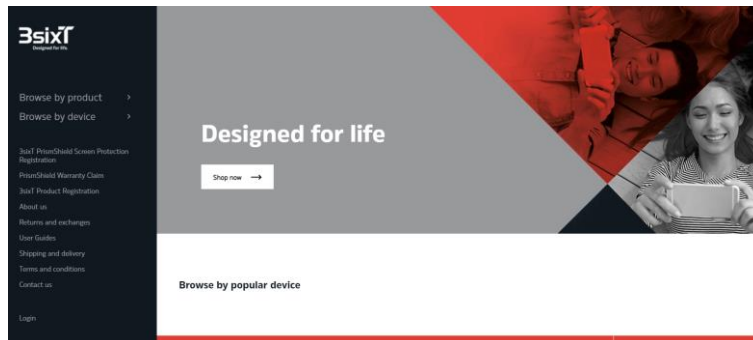
Incipio



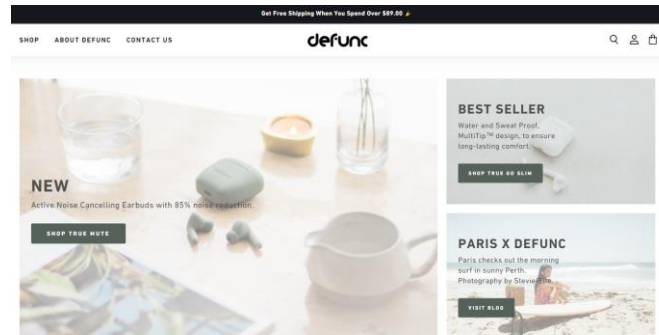
Incase



3sixT



Defunc



Griffin

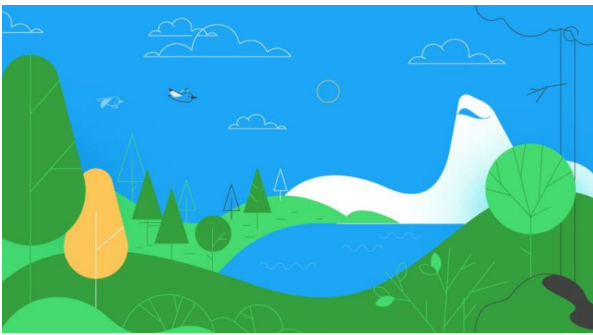
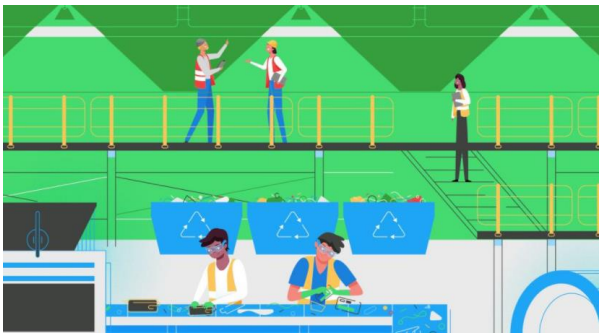
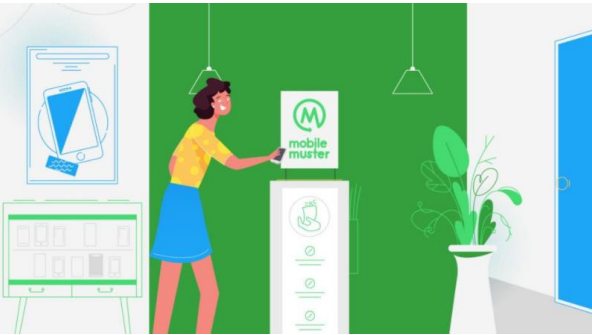


Recycling initiative

MobileMuster is the **product stewardship program** of the **mobile phone industry** and is **accredited by Government**. It provides a free mobile phone recycling program in Australia to the **highest environmental standard**.



- Our partnership with MobileMuster helps develop the circular economy
- Reduction of product to landfill and disposal of end of life product
- Meets our obligations under the Product Stewardship Act
- Provides free recycling services for our customers
- Partnership supported by our vendor partners



FY22 Q1 outlook

- **New agreements with Poly and RAM Mounts, targeting WFH and B2B channels**
- **iPhone launch anticipated this quarter**
- **Samsung launch, new Galaxy Z fold & flip device accessory opportunities**
- **New gaming consoles remain in short supply**
- **Lockdowns across ANZ continue to impact traditional retail, strong focus on online**
- **Global shipping disruptions and component shortages remain, requires careful planning**

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25 August 2021

FY2021 Results Presentation

Please find attached a copy of the FY2021 results presentation.

For purposes of ASX Listing Rule 15.5 Cellnet Group Limited confirms that this document has been authorised for release to the market by the Board.

Dave Clark

Chief Executive
Cellnet Group Limited

