

Company update

AGM | 21 October 2021

Dave Clark
Chief Executive

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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 FY21 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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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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First-quarter trading update

- Total Q1 sales of \$21.4m
- pre-tax profit of \$286,000, despite lockdown restrictions
- Gross margin improvement of 330 basis points year-on-year
- Q1 online sales accelerating, revenue up 47% year-on-year

* Q1 FY2022 financial information is unaudited

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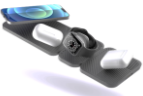
Executive Leadership Team (ELT)



- New Appointment (Sept 2021)

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

KT

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

Tech 21

THRUSTMASTER

TREND
MICRO

UEG

wave

ZAGG

z e n s

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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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

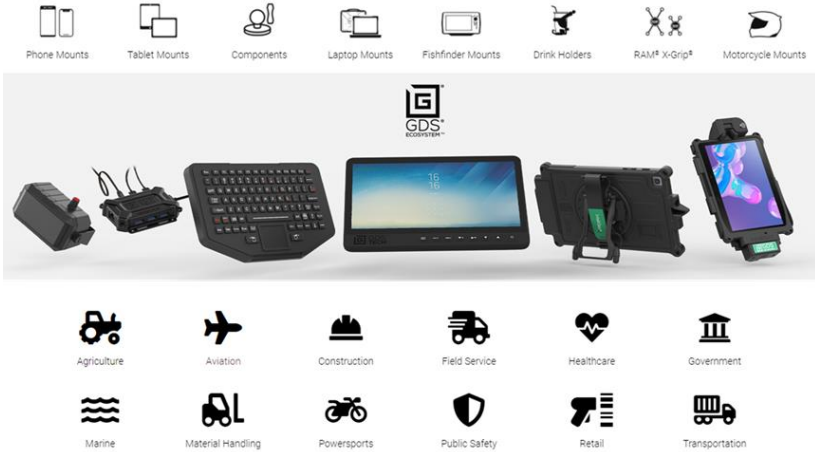


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discover
the next

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.



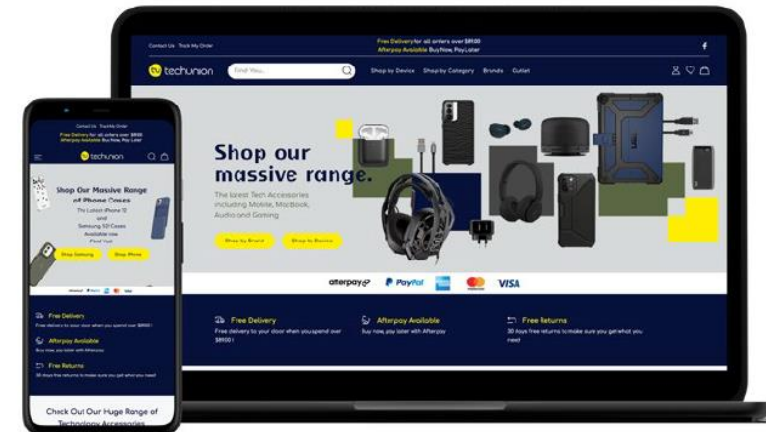
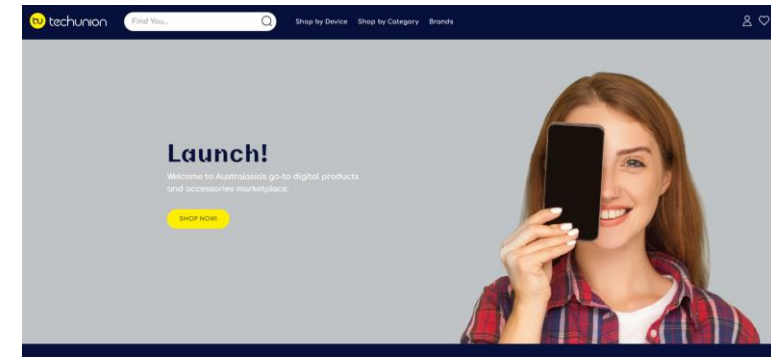
Techunion – ANZ online tech store



- 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 including Amazon, Kogan and eBay
- Free delivery and returns, utilising Cellnet DC's across Australia and New Zealand
- Secure payments and now offering Afterpay

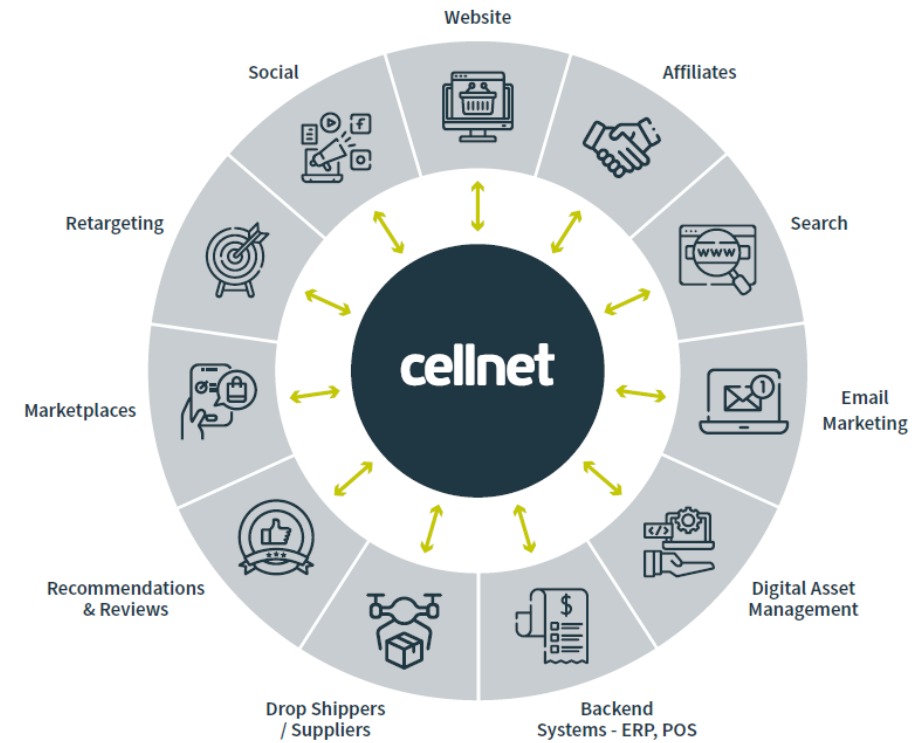
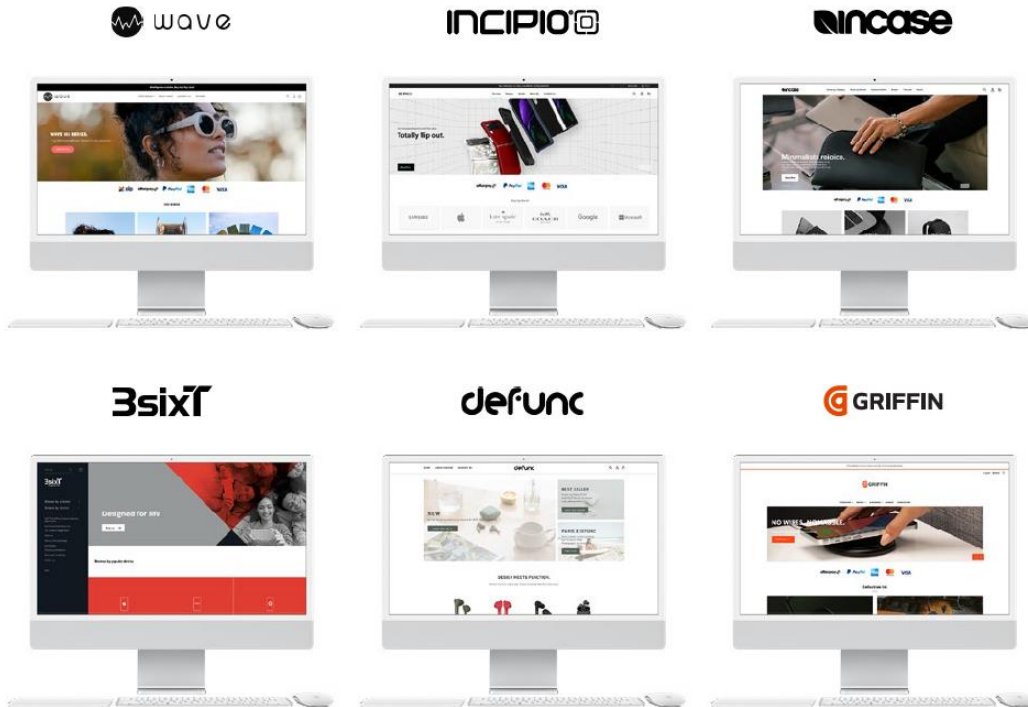
www.techunion.com.au

www.techunion.co.nz



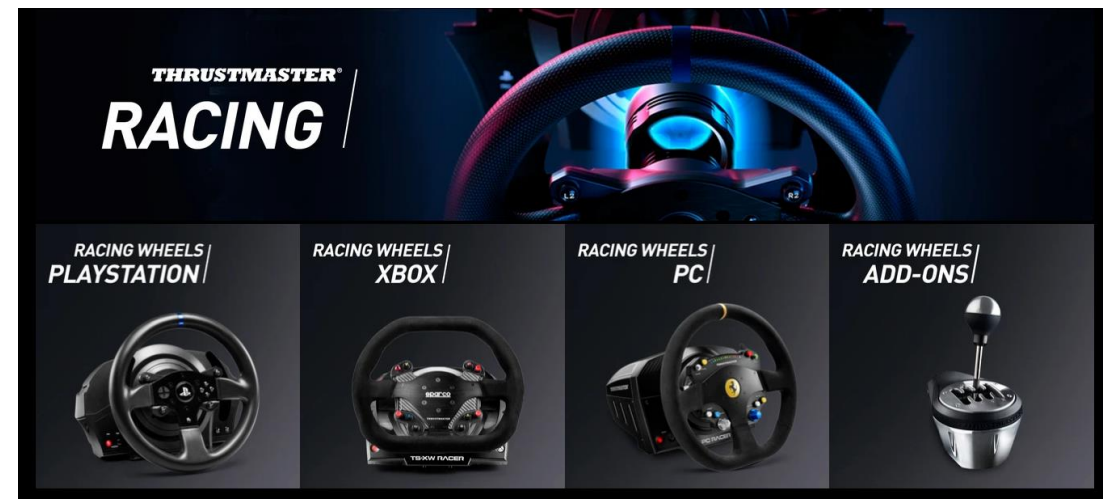
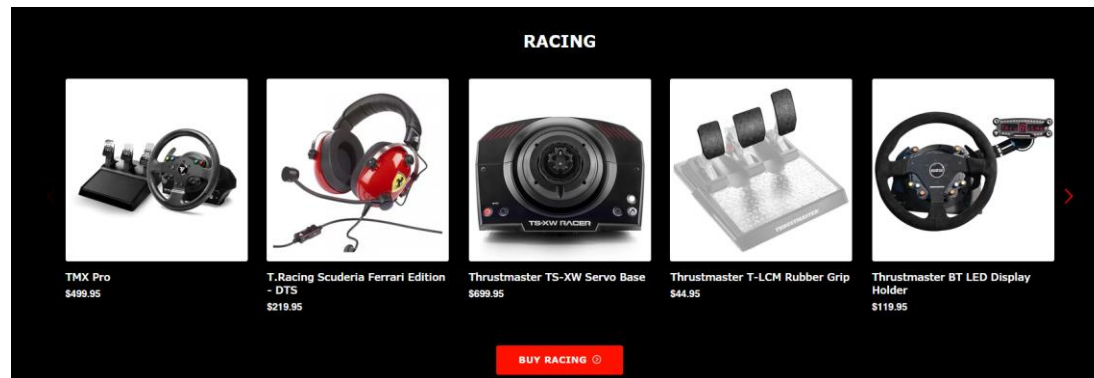
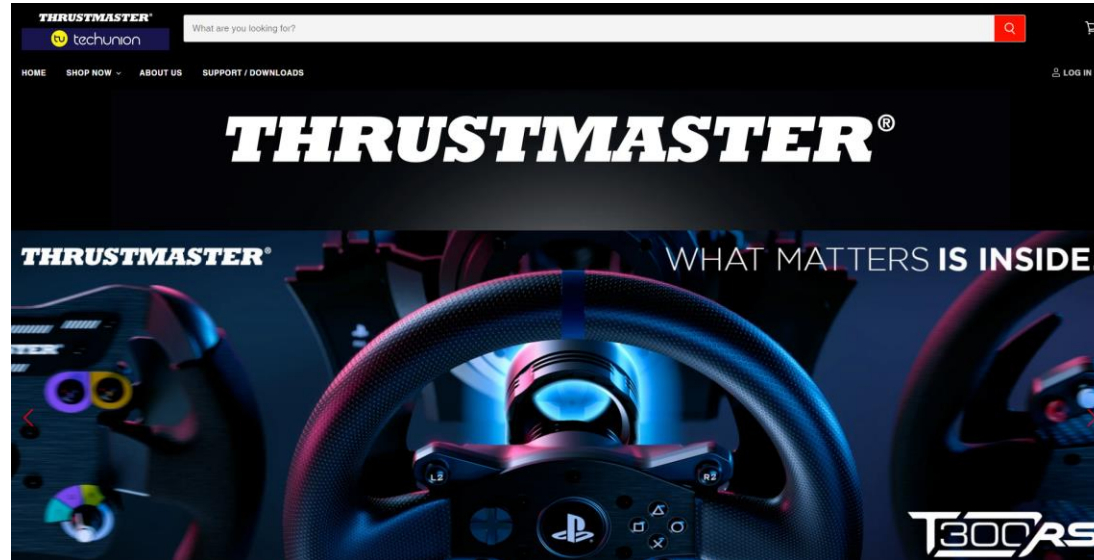
Cellnet | digital services

- Cellnet digital services manages our brands online digital stores and provides access to millions of customers across Australia and New Zealand with an extended range offering.



Thrustmaster - new brand site now live

<https://thrustmaster.techunion.com.au>

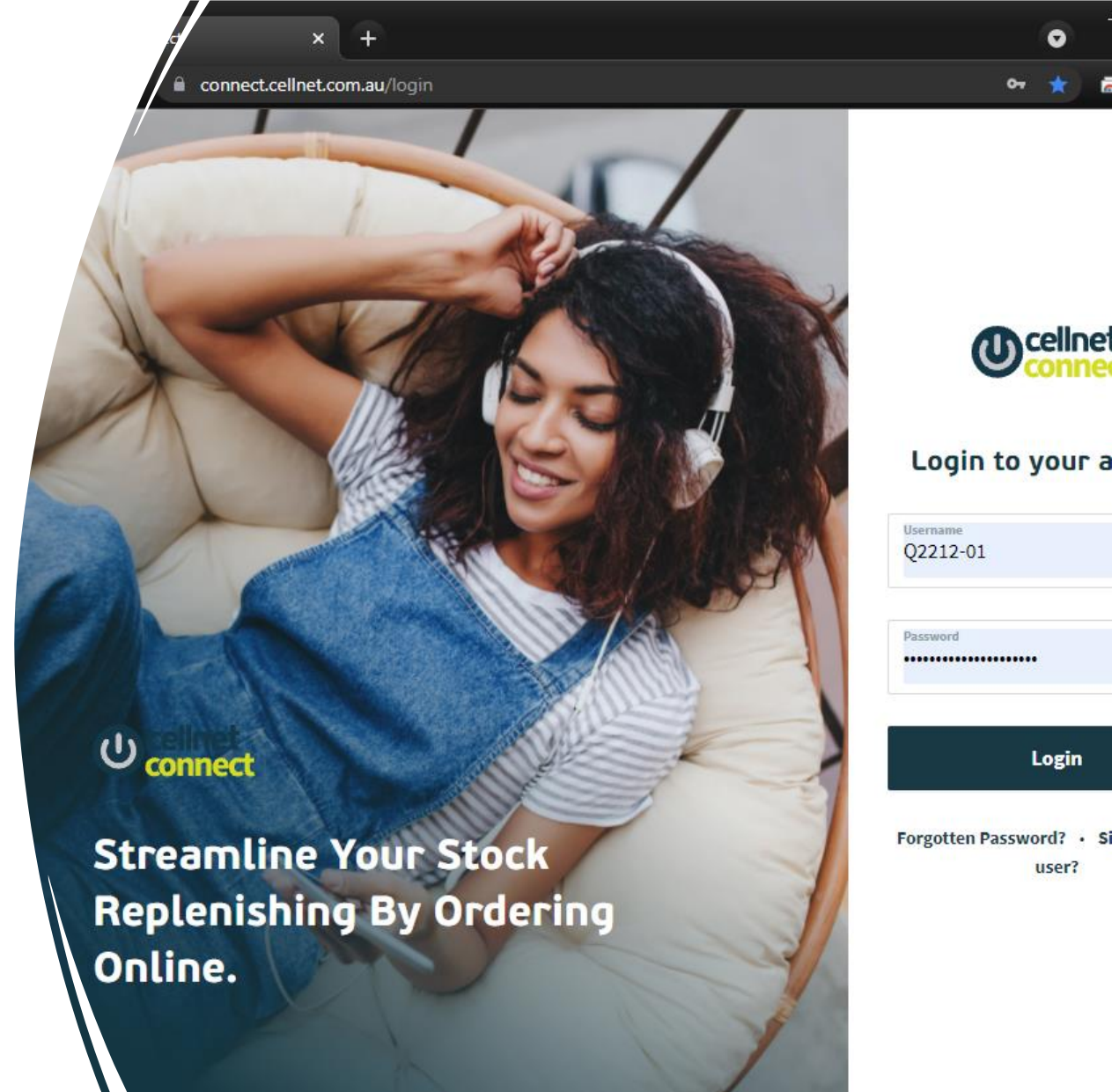




All new wholesale partner web portal

Key features:

- Fast and responsive - refreshed user interface with increased page load speeds, improved search and intuitive navigation
- Multi-platform compatibility on all devices including smartphones, tablet, laptop and desktop
- Simplified ordering with csv upload to cart functionality
- Scan product to cart via mobile device camera
- Enhanced account function including invoice and credit visibility for ease of payment and order management
- Improved customer order management and visibility



commercial in confidence

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FY22 Q2 outlook

- ANZ retail restrictions expected to ease during the December quarter, ahead of Cellnet's peak trading period
- iPhone 13 launched 24 September, limited supply to date with key sales period ahead
- Global shipping disruptions and production shortages remain
- Launch of new partner web portal, 'Cellnet Connect' across ANZ
- Further development of online systems, ecommerce platforms and marketplace listings and channels

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ACN: 610721740
E1: 5 Grevillea Place
Brisbane Airport Qld 4008

21 October 2021

AGM Presentation

Please find attached a copy of the AGM 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

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