



2022

H1 INVESTOR PRESENTATION



Millers • NONI B • W.LANE • KATIES •  rockmans • crossroads • AUTOGRAPH • beme •  rivers • EZIBUY

CONTENTS

3 Digital Highlights

5 Two Halves of Comparable Growth

6 Financial Highlights

7 Balance Sheet

8 Year to date Highlights

9 Big Growth

10 Baby Boomer Digital Revolution

11 A Moving Generation

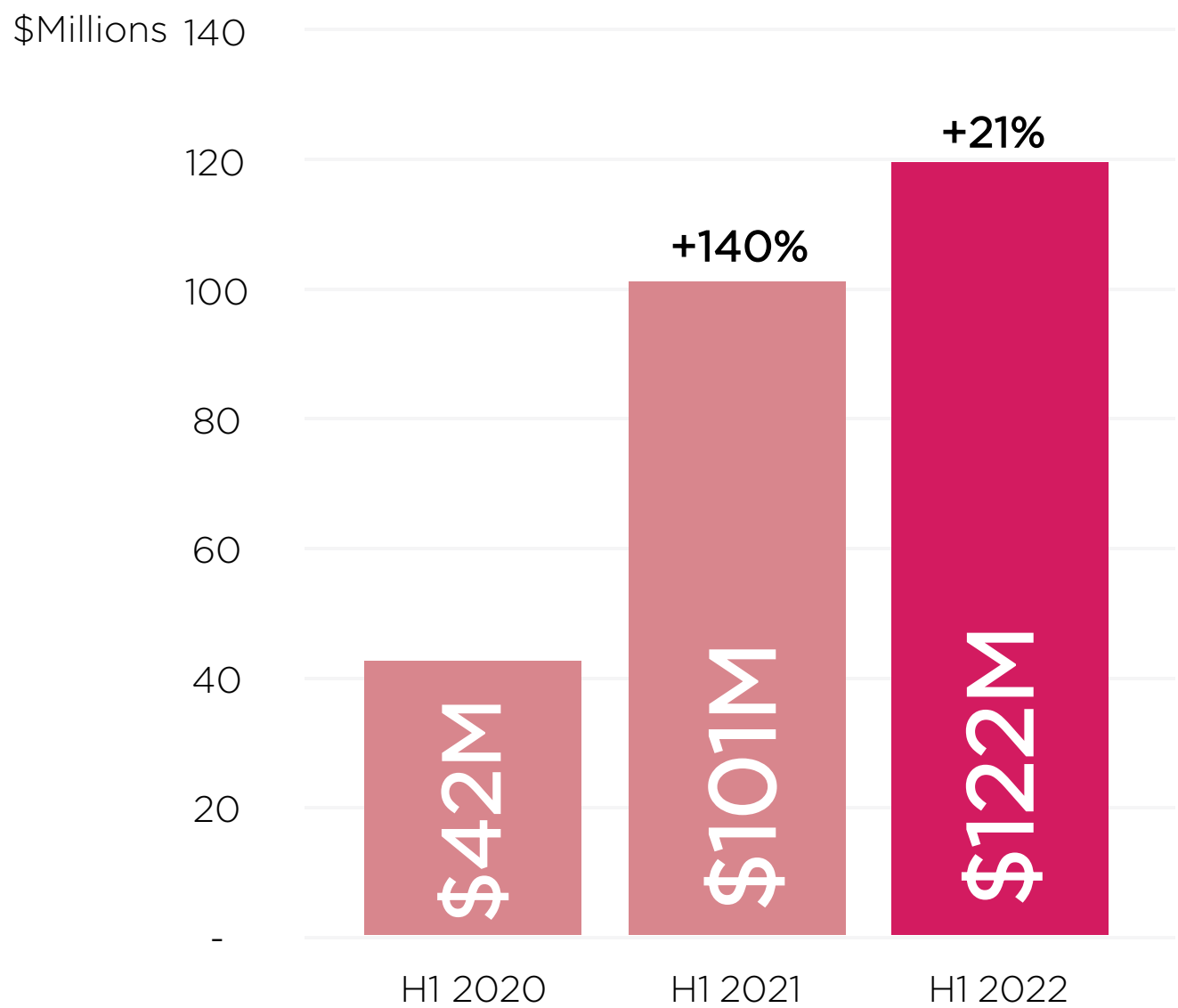
12 Big Digital

13 Store Portfolio



FY 22 H1 DIGITAL HIGHLIGHTS

H1 DIGITAL SALES



✓ **7,700,000** MEMBERS

✓ **3,500,000** 3RD PARTY PRODUCTS

✓ **1,800,000** WEEKLY SITE VISITS

✓ **212,000** NEW CUSTOMERS

✓ **50,000** ORDERS PER WEEK

✓ **30** CATEGORIES

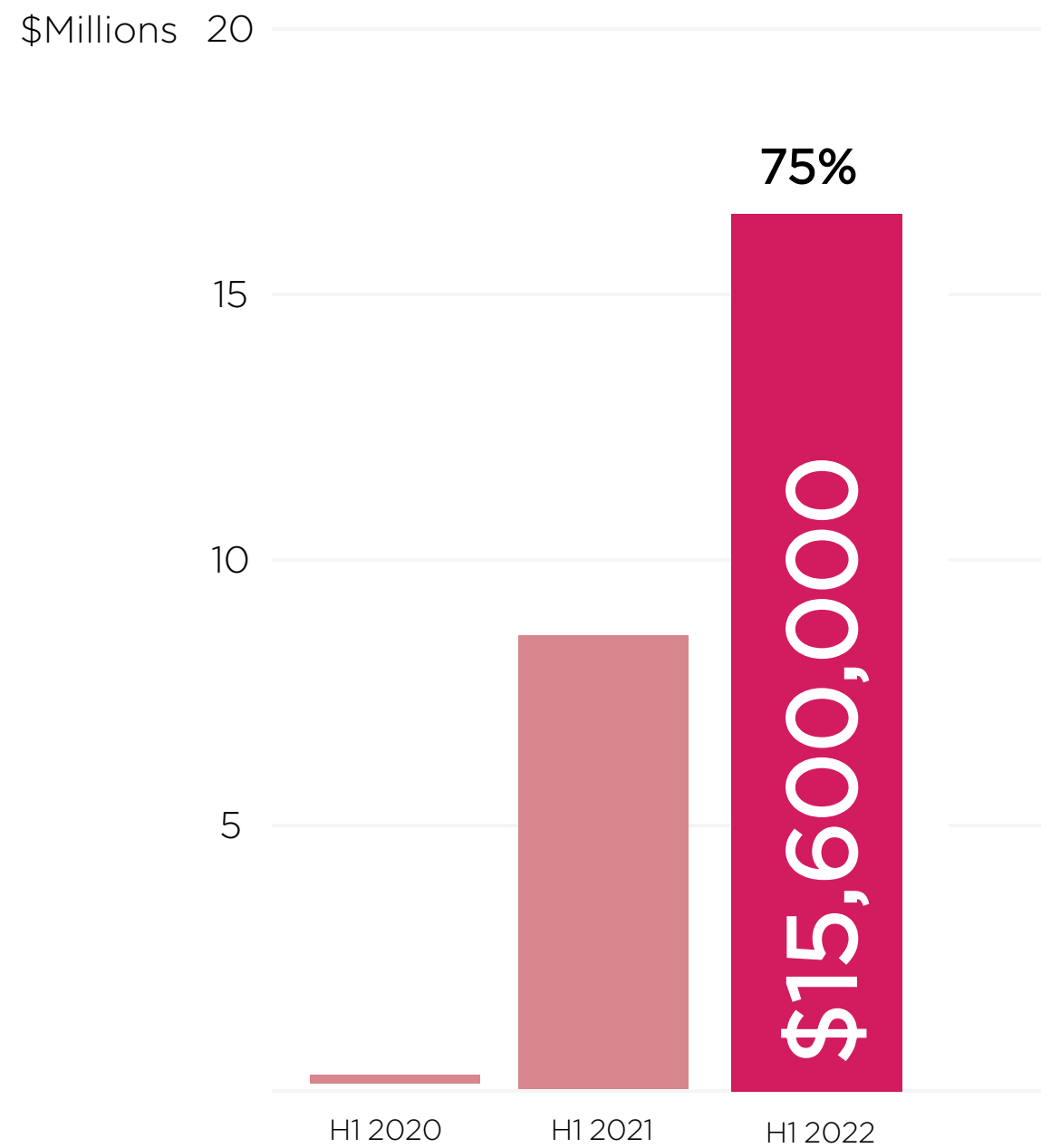
✓ **RECORD**
\$122M
IN SALES



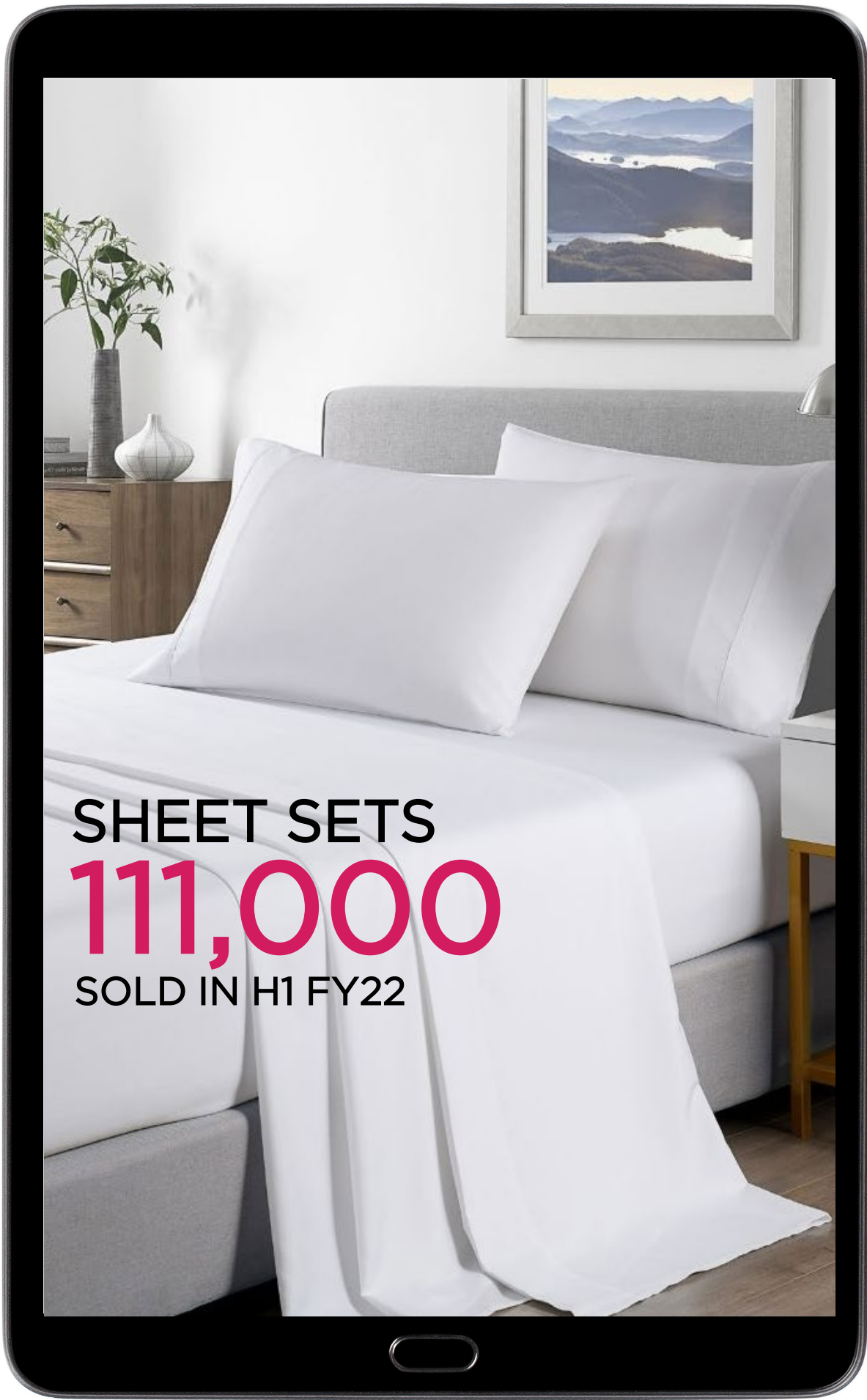
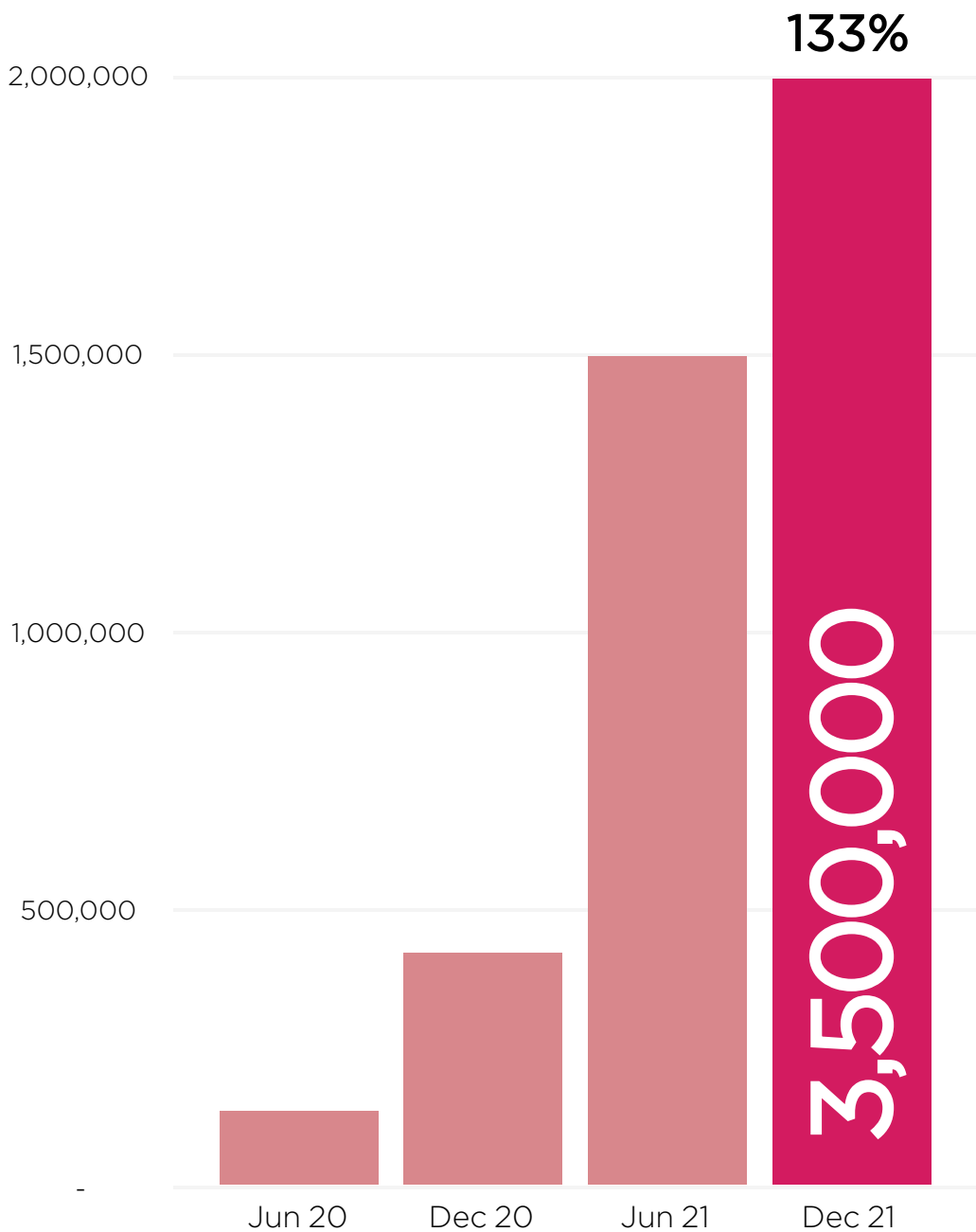
FY 22 DIGITAL HIGHLIGHTS

“3RD PARTY SALES TAKE ALMOST MORE IN 6 MONTHS THAN ENTIRE FY21 YEAR”

3RD PARTY SELLER SALES (“DSV”)



PRODUCT (SKU) GROWTH



TWO HALVES OF COMPARABLE GROWTH

FY21

H2 +5%



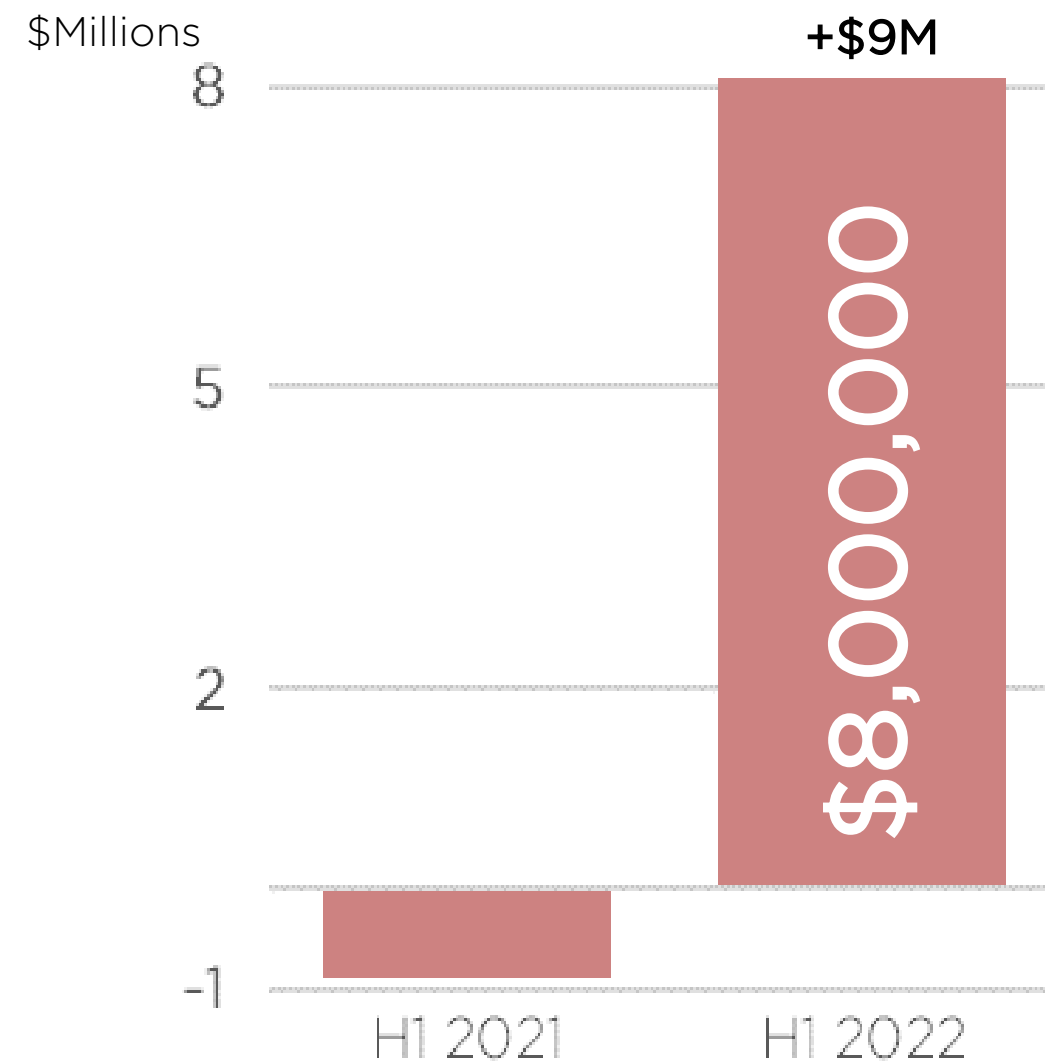
FY22

H1 +1%

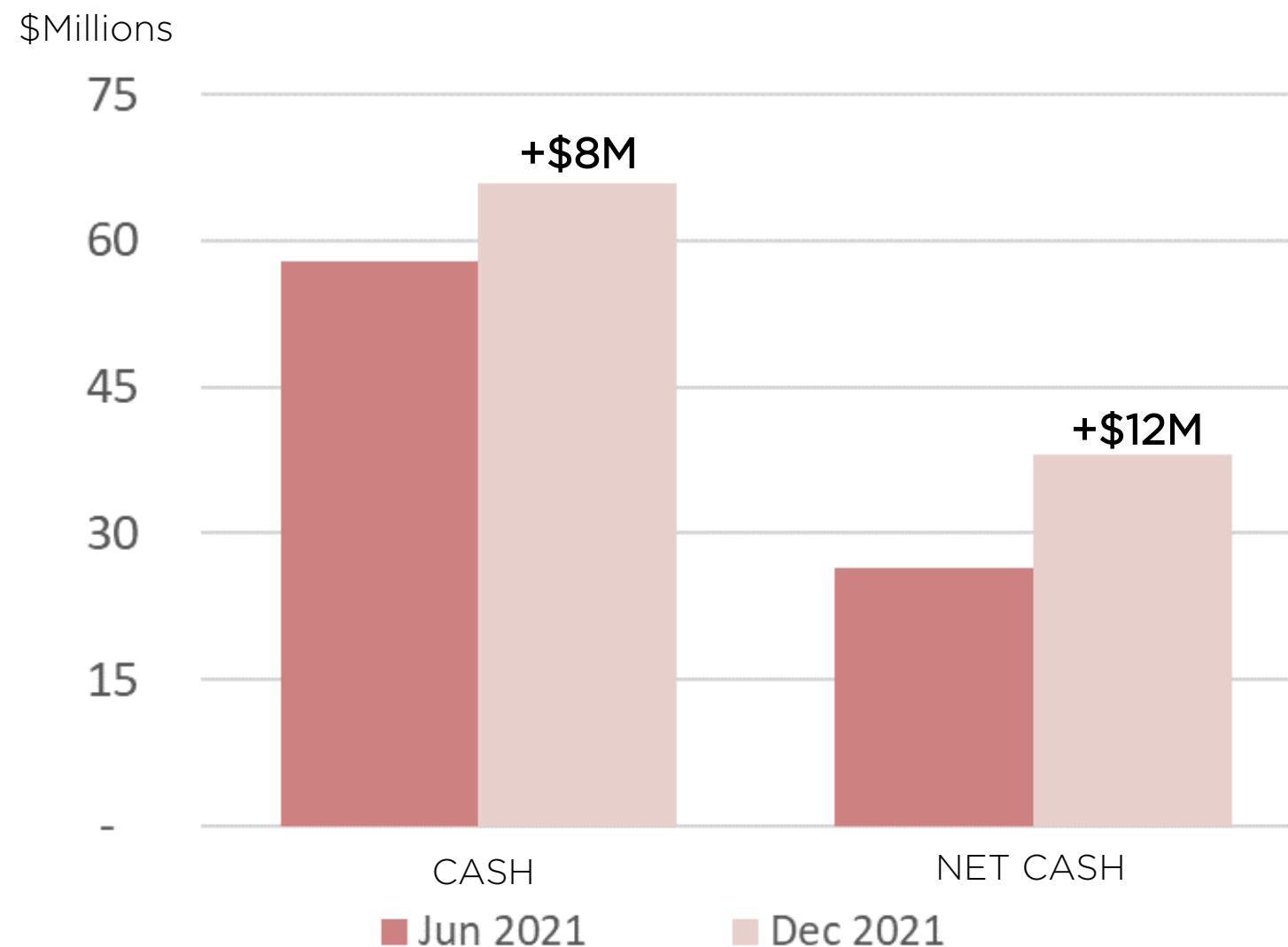


FINANCIAL HIGHLIGHTS

EBITDA H1 (EX JOBKEEPER)



GROUP CASH & NET CASH



- JobKeeper received in H1 FY21 of \$46.9m, no benefits received in H1 FY22
- Approx. 50,000 trading days closed in H1 FY22 (vs 20,000 prior year)

*EBITDA is a non-AASB financial measure, defined for the purposes of this document as earnings before interest, tax, depreciation, amortisation, non-recurring income/expenditure and certain non-cash items such as share based payments and unrealised foreign exchange gains/losses and excludes restructure and acquisition costs and has been adjusted to normalise the impact of AASB16 accounting treatment.

BALANCE SHEET

Mosaic Consolidated	H1 FY22 \$'000	FY 21 \$'000	H1 FY21 \$'000	FY20 \$'000
Cash	65,872	57,831	118,939	86,928
Other receivables	5,802	5,729	22,553	28,952
Inventories	133,860	110,083	89,301	102,329
Current assets	205,534	173,643	230,793	218,209
Trade and other payables	201,977	197,646	246,773	247,081
Borrowings	27,281	16,450	51,437	41,502
Provisions and other liabilities	24,797	33,344	34,555	29,207
Current liabilities	254,055	247,440	332,765	317,790
Borrowings	541	15,000	-	44,989
Provisions and other liabilities	2,457	2,220	2,752	2,938
Non-current liabilities	2,998	17,220	2,752	47,927
Net Cash	38,050	26,381	67,502	437
Net Assets	(51,519)	(91,017)	(104,724)	(147,508)

The above simplified balance sheet removes impacts linked AASB-16 and balances attributed to intangible assets, hedge accounting, deferred considerations, contract liabilities, convertible notes and deferred tax assets and liabilities.



FY22 YEAR TO DATE HIGHLIGHTS

DIGITAL

- ✓ Mosaic digital sales continued its positive trend and is +21% YTD
- ✓ Third party seller sales \$15.6 million, (+75%) delivered almost more in 6 months against 12 months in the prior year
- ✓ Record Black Friday and Cyber Week sales
- ✓ 3.5m SKUS +133% up on June, on track to reach 8m SKUS and achieve \$500m in sales by FY25
- ✓ Launched 6 brand websites into the USA

STORES

- ✓ Second successive half of comparable store sales +1% despite 49,489 trading days lost
- ✓ Proven track record of return to growth post each lockdown
- ✓ Closed 81 stores, where landlords had pre-Covid rental expectations
- ✓ Opened 20 new stores

EFFICIENCIES

- ✓ The Group achieved \$8m EBITDA - no JobKeeper assistance
- ✓ An agile and efficient business with CODB savings executed and delivered of \$47m
- ✓ A fully funded business with up to \$59m in facilities available

BIG GROWTH

MOSAIC
BRANDS LTD

BIG DIGITAL

SKU Expansion

.....

Category
Expansion

.....

International

.....

Market
Acquisition

BIG STORES

Larger Format
Stores

.....

Big Box
Big Brands

.....

EziBuy
Australia
Expansion

BIG BRANDS

Millers WOMAN • NONI B • W.LANE • KATIES • R rockmans • crossroads • AUTOGRAPH • beme • rivers • EZIBUY

BABY BOOMER DIGITAL REVOLUTION

In the UK Baby Boomers now account for a third of the population and own a third of total household wealth



Over 50 consumers now account for over 50% of all US national spending. Yet just 10% of US retail marketing budgets target Boomers compared to 50% for millennials



Between January and July 2021, US boomers increased their spending on new clothes by 28% compared to pre-pandemic 2019 — five times more than millennials, and twice as much as Gen Z



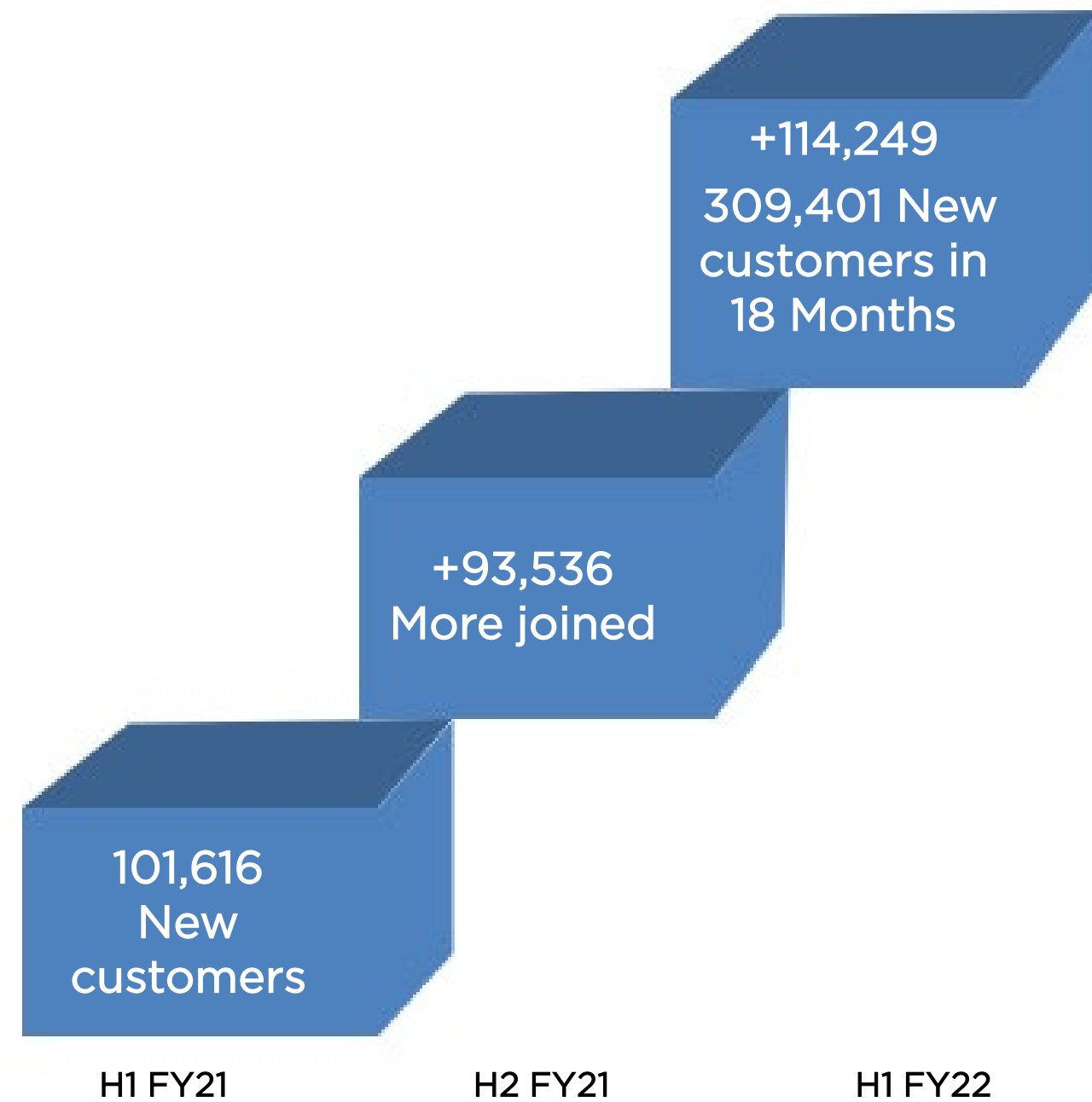
\$1 out of every \$5 spent on apparel in 2021 came from an over 55 year old wallet, with online apparel spending growing faster than any other generation



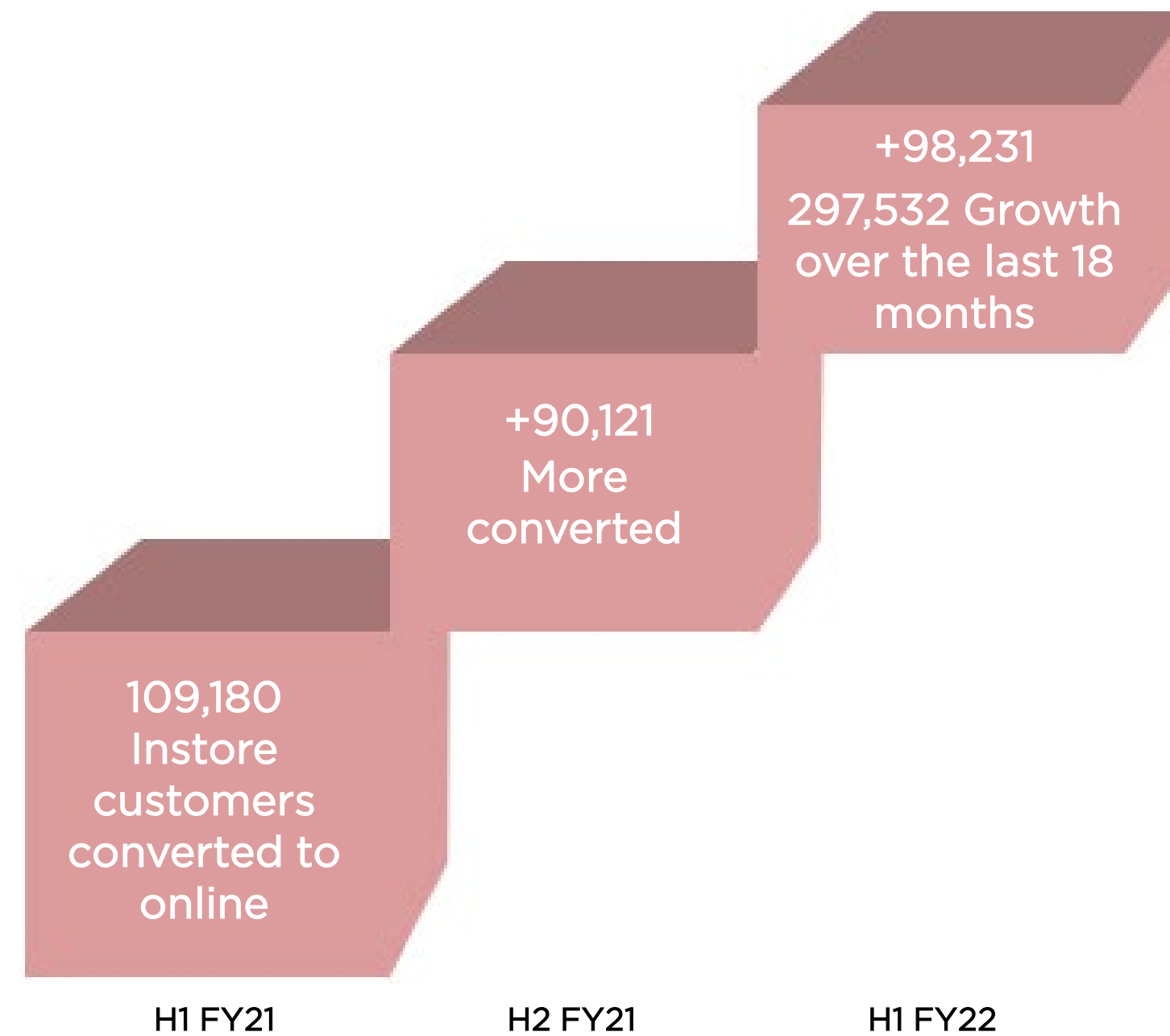
A MOVING GENERATION

“Online capturing greater market share of its consumer demographic”

New Customers to Online



Instore Customers Converting to Online



BIG DIGITAL

FY 2020 – FY 2025

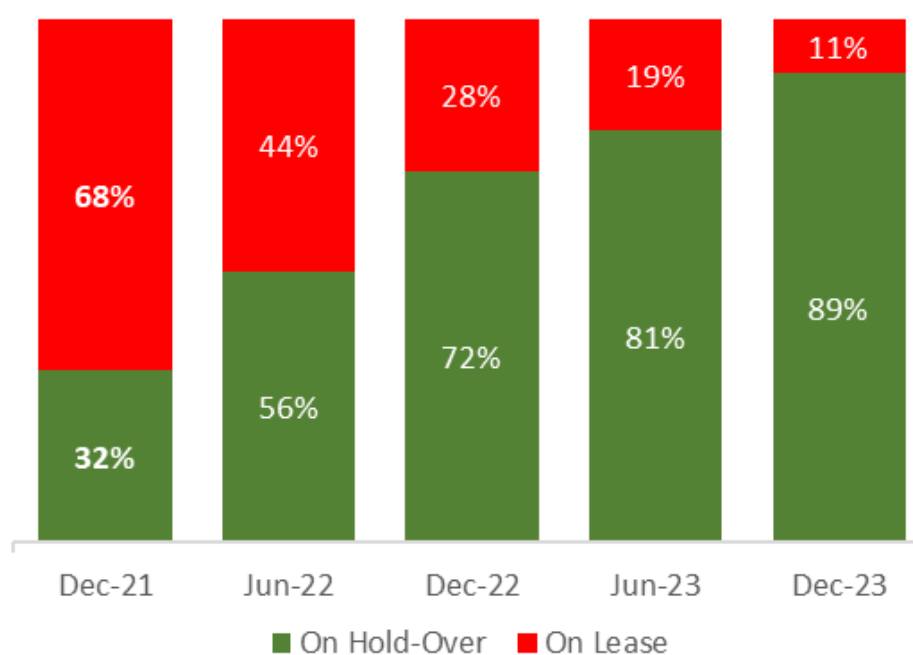
	WAS	NOW	NEXT
SKU GROWTH	150,000	3,500,000	8,000,000
CATEGORY EXPANSION	12	30	60
GLOBAL EXPANSION	2 COUNTRIES	3 COUNTRIES	8 COUNTRIES

\$500,000,000
DIGITAL SALES

STORE PORTFOLIO

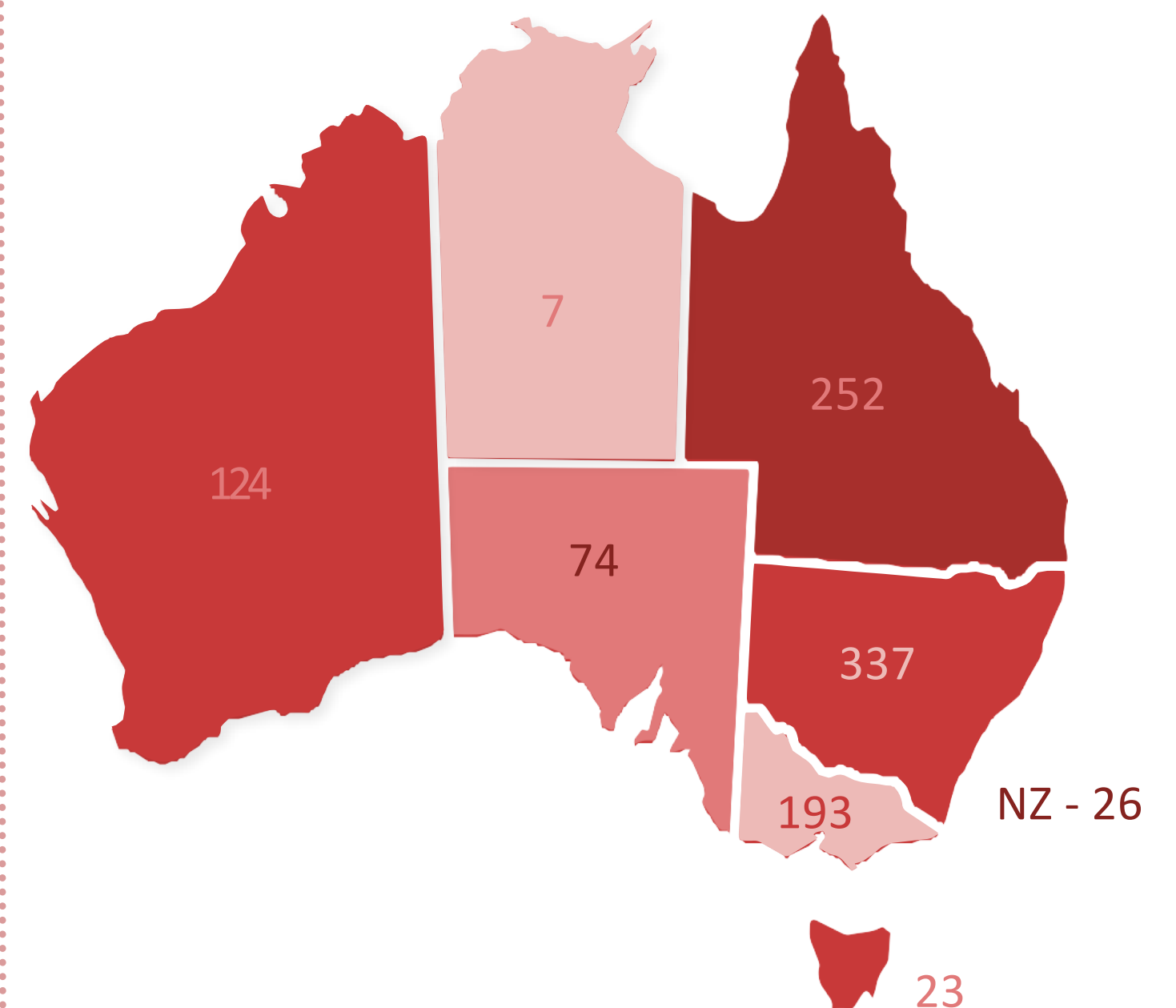
“Agile lease expiry position with 72% of leases expiring by Dec 2022 and **89%** by Dec 23”

Lease Expiry Profile



	Jun-21	Open	Closed	Dec-21
NONI B	184	4	-16	172
ROCKMANS	227	2	-21	208
W.LANE	74	0	-12	62
BEME	1	0	-1	0
MILLERS	255	4	-9	250
KATIES	128	2	-7	123
AUTOGRAPH	79	3	-8	74
RIVERS	143	5	-7	141
EZIBUY	6	0	0	6
	1097	20	-81	1036

“Closed 81 stores, where landlords had pre-Covid rental expectations”



“

EVERYTHING SHE WANTS.
WHERE SHE WANTS IT.
WHEN SHE WANTS IT.

”