



# 2016 AGM

**cellnet**  
discover the next

24<sup>th</sup> NOVEMBER 2016

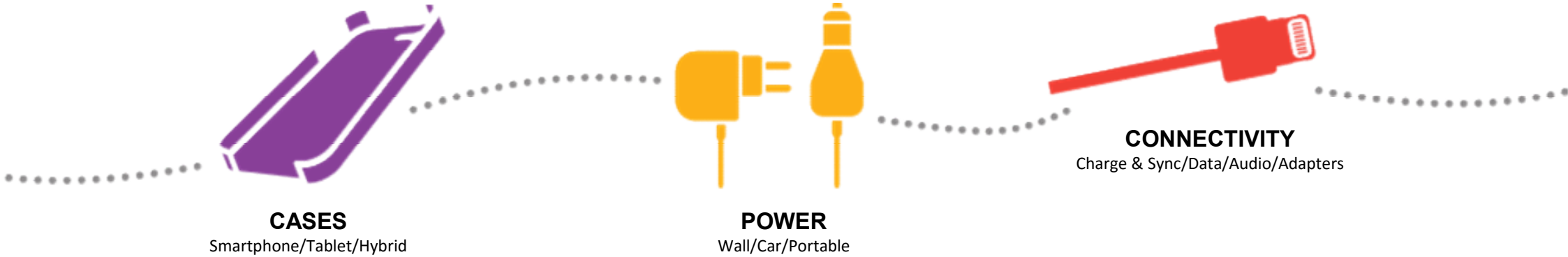
Cellnet sources products and represents market leading brands of lifestyle technology products into retail and business channels.

Our innovative and passionate approach makes Cellnet the most exciting and engaging company to partner with and be part of.

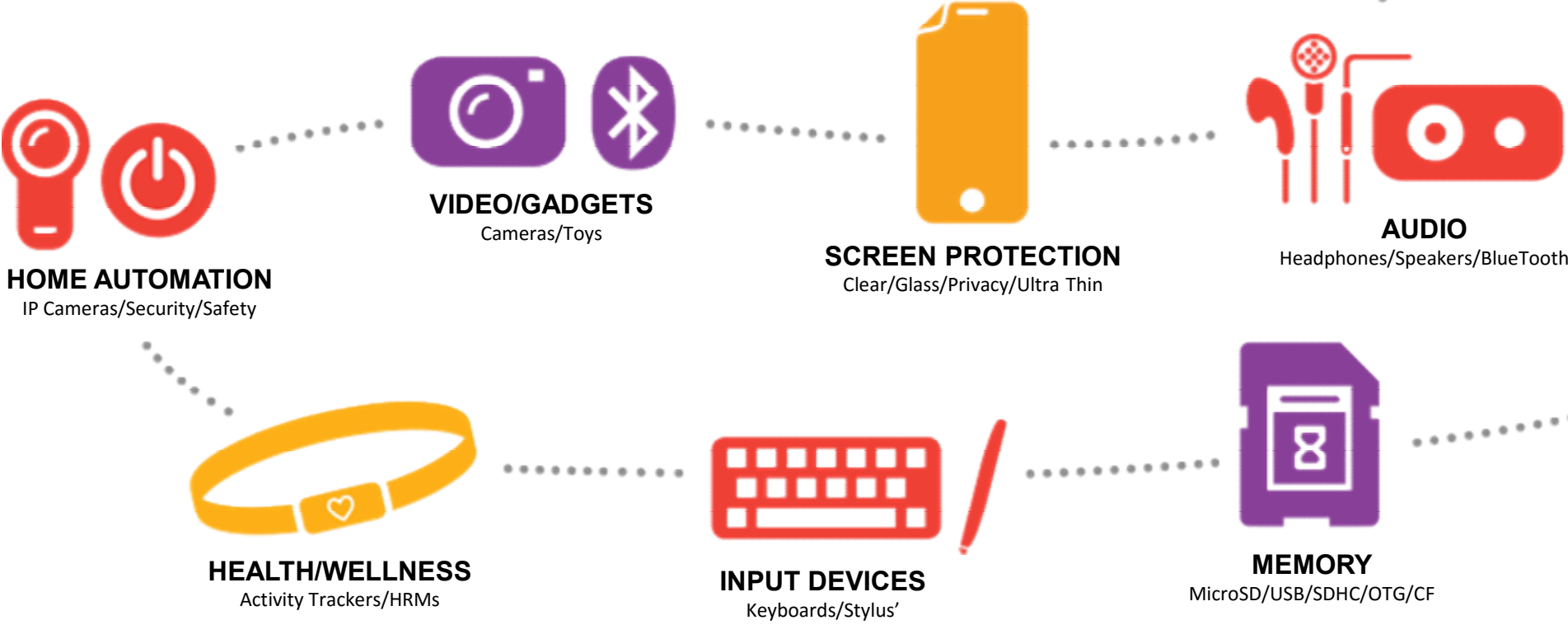
# discover the **next**

# Cellnet : Our playground

This is where we find the latest and greatest technology that the Smartphone, Tablet and Hybrid mobility market has to offer through our own brands and through our innovative partners.



# Cellnet : Our playground



# FY16 Financial Highlights

- 10% eps growth to 3.3 cents per share
  - 6% increase yoy in Net Profit After Tax to \$1.75m
  - 4.1m shares bought back during the year at an average of \$0.18 per share
- 25% increase in dividend payment to 1.25 cents per share
- Stable working capital and debt requirements with lower interest
- Further Cost down mitigating lower sales
- Limited financial impact by the demise of Dick Smith

## FY16 Results Summary

Details (\$000s)	2016	2015	Change
Revenue	75,154	78,268	(3,114)
EBITDA	2,337	2,314	23
EBITDA %	3.1%	3.0%	
NPAT	1,748	1,649	99
EPS (cps)	3.30	3.0	0.30
DPS (cps)	1.25	1.00	0.25

# FY16 Operational Highlights

- Appointment by leading Telco as exclusive accessory supplier and category manager
- Continued successful retail penetration with 3SIXT brand
- Mitigation of volatile A\$ via hedging strategy
- M&A progress leading to offer made by Wentronic

# FY17 Outlook

- Penetrate new channels and customers in ANZ
- Continued focus on working capital management
- Continued mitigation of volatile A\$ through hedging strategy
- Leverage Wentronic synergies





# WENTRONIC

# wentronic

- Distributor of electronic accessories
- Family business with more than 45m EUR turnover
- In business for more than 20 years
- Product range with more than 12,000 different items
- 10,000m<sup>2</sup> storage space in the middle of Europe

- More than 220 employees worldwide
- About 4,500 international customers



# Wentronic : Location & Sales Regions

## Head Office

- Braunschweig, Germany

## Subsidiaries

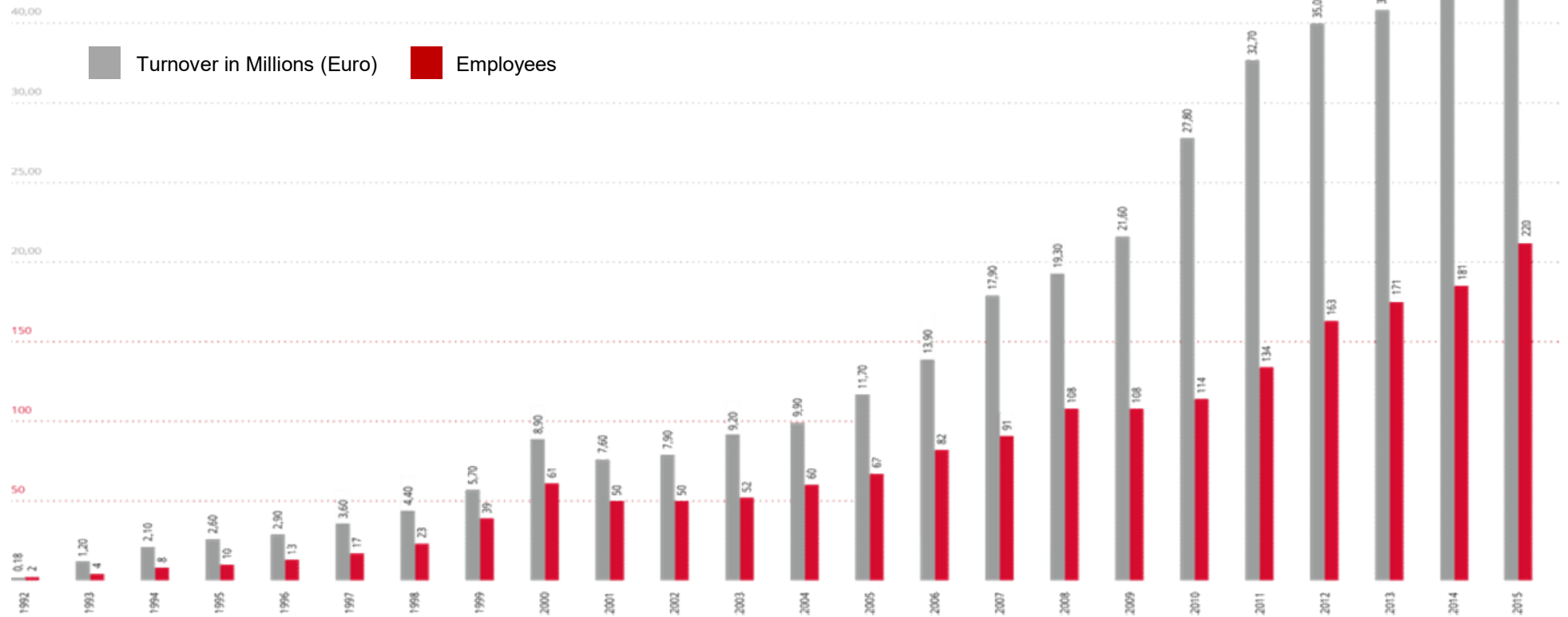
- Buia-Udine, Italy
- Hong Kong, China

## Branches

- Ningbo/Szenzhen/Changzhou, China



# Wentronic : Development (1992-2015)



# Wentronic : Product Range

SAT / TV



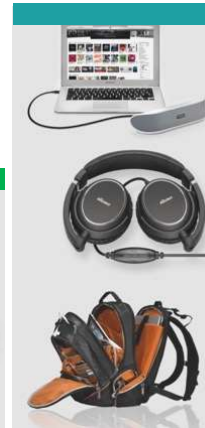
AUDIO / VIDEO



TABLET / PHONE



NOTEBOOK / PC



NETWORK



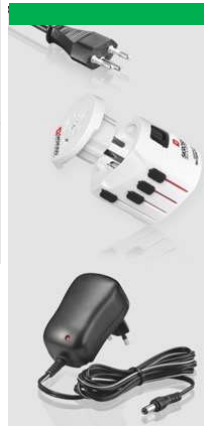
LANDLINE



LIGHTING



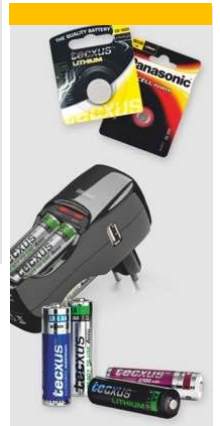
POWER



WORKSHOP



BATTERIES



Over 12,000 products....



# THE WENTRONIC DEAL


# Rationale: Overview

- Sales Synergies: Complimentary product offerings
  - International sales channels for CLT brands
  - Broader product offering available to CLT
- Combined Sourcing in Hong Kong
  - Doubling of scale
  - strengthens purchasing power
  - reduces admin costs per unit
- Consolidated Supply chain in Hong Kong
  - shipping and inventory optimization



# ANZ Sales Synergies

- Access to market proven products from Wentronic's Cabstone and Goobay range
  - Complementary range of products and brands to Australia and New Zealand
  - opens up potential new channels and markets including DIY, IT Shops, AV Specialists
  - Leverage brands for market segmentation
- Increased



opportunities to offer private label services to Australian customers using extended product line up

- Leverage Wentronic's inbound and online sales know-how
- Add HP Accessory range to Cellnet offering



# International Sales Opportunities



- Combination of network relationships and HP Brand representation in Asia by Wentronic to open International sales opportunities
- Sell and deliver 3SIXT products in

Europe through Wentronic's online

- Action Cameras
- Soft goods
- Screen protectors
- Cases