



Beacon Lighting Group Limited

ANNUAL GENERAL MEETING

5 OCTOBER 2021

VOTING ONLINE



To vote online during the meeting via your smartphone, tablet or computer you will need to visit:

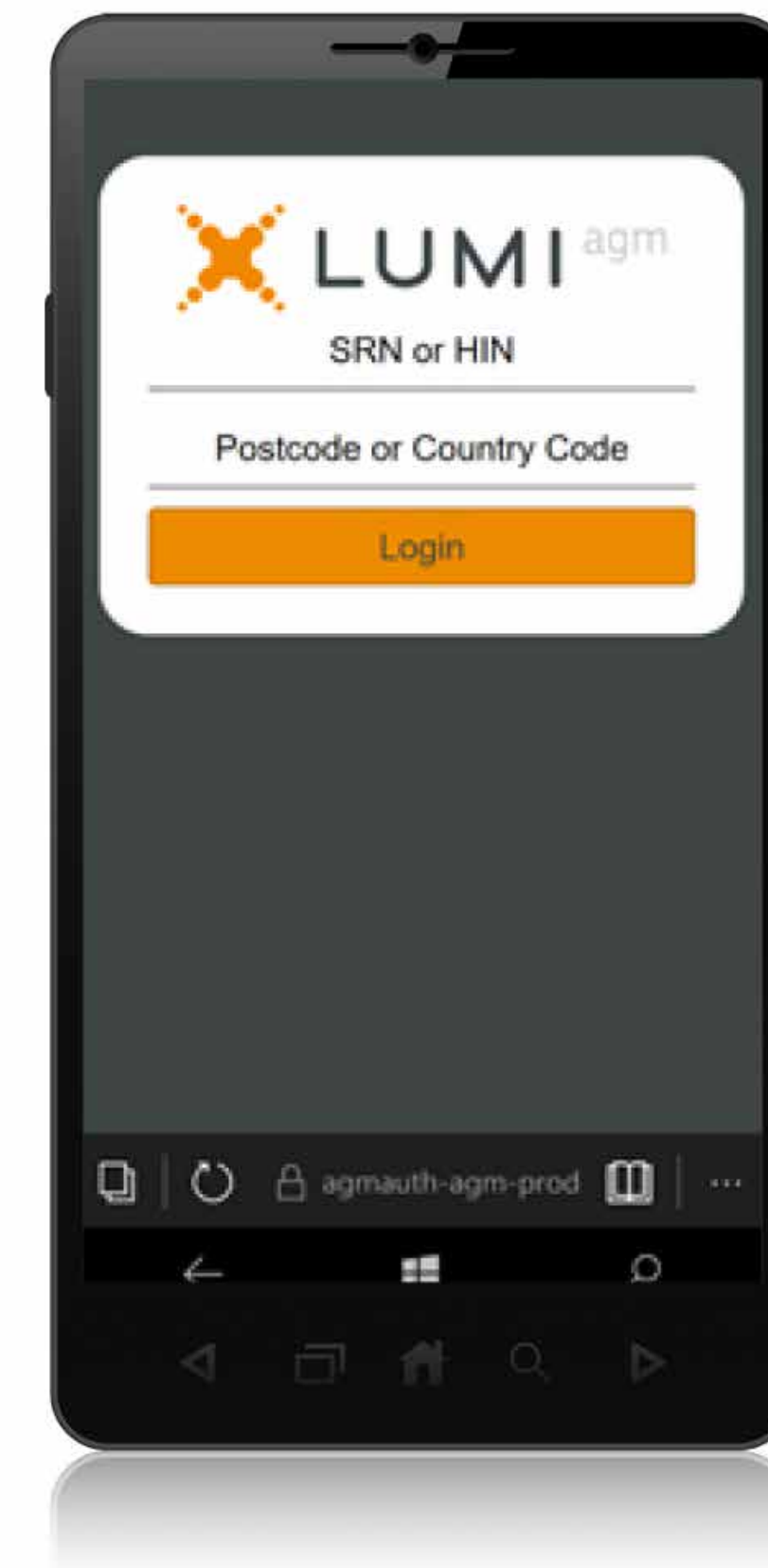
<https://web.lumiagm.com/352-139-447>

You will need the latest versions of Chrome, Safari, Edge or Firefox.

Please ensure your browser is compatible.

For further instructions on how to participate online please view the online meeting user guide at:

https://www.computershare.com/news/Lumi_Lite_Online_Voting_Guide.pdf



ANNUAL REPORT



1 FINANCIAL STATEMENTS

2 DIRECTORS' REPORT

3 AUDITOR'S REPORT FOR THE
YEAR ENDING 27 JUNE 2021



PROXY DETAILS



Resolution details

Resolution	Resolution Type
1 Re - Election of Eric Barr	Ordinary
2 Adoption of Remuneration Report	Ordinary
3 Performance Rights Issue	Ordinary

Instructions given to validly appointed proxies (as at proxy close)

For	Against	Proxy's Discretion	Abstain
19,630,230 87.44%	2,786,429 12.41%	34,273 0.15%	52,134
21,415,487 98.55%	281,208 1.29%	33,300 0.16%	58,339
21,979,547 98.52%	297,228 1.33%	33,300 0.15%	60,066



Beacon Lighting Group Limited

CEO PRESENTATION

5 OCTOBER 2021

CONTENTS



1 FOUR PILLARS OF GROWTH

2 FY2021 OUTLOOK

3 QUESTIONS



Beacon's core strategic pillars *of growth*



Customer | Underpinning everything we do at Beacon is a deep understanding of our customers' needs.

Retail

A REWARDING
CUSTOMER EXPERIENCE
THE LATEST RANGE OF
LIGHTING & FANS
INSPIRATIONAL STORE DESIGN
VIP MEMBER BENEFITS
STORE NETWORK EXPANSION
& OPTIMISATION

Trade

INDUSTRY LEADING
TRADE CLUB
PRODUCT EXTENSION
& DIVERSIFICATION
CUSTOMER LED
& DATA DRIVEN
BUILD TRADE & COMMERCIAL
PARTNERSHIPS

eCommerce

ENGAGING WEBSITES
ONLINE SALES GROWTH
SEAMLESS CUSTOMER
EXPERIENCE IN-STORE
AND ONLINE

New Business

EMERGING BUSINESSES
INTERNATIONAL SALES
OPPORTUNITIES
NEW BUSINESS ACQUISITIONS
PROPERTY

STRATEGIC PILLAR: RETAIL



UPDATE

- 116 Beacon Lighting stores with store network research identifying potential of 184 stores in Australia
- Estimated to have 22.0% market share of the retail lighting industry in Australia

GOAL

- Increase Trade Club sales through Beacon Lighting stores

FY2022: THE YEAR AHEAD

- Build stronger relationships with our Trade customers
- New store at Ellenbrook (WA) has now opened. New Beacon Lighting stores are also planned to open at Auburn (NSW), Bundaberg (QLD), Traralgon (VIC), Bulter (WA) and Melton (VIC)
- The store at Port Macquarie (NSW) has been relocated. Other Beacon Lighting stores planned to relocate are Burleigh (QLD), Camberwell (VIC) and Lake Haven (NSW)



A REWARDING CUSTOMER EXPERIENCE | THE LATEST RANGE OF LIGHTING & FANS
INSPIRATIONAL STORE DESIGN | VIP MEMBER BENEFITS | STORE NETWORK EXPANSION & OPTIMISATION

STRATEGIC PILLAR: TRADE



UPDATE

- Established a Trade Taskforce Committee, opened stores at 7:30 am, developed new trade specific products and trialled a dedicated trade service counter
- Trade Loyalty Club customers increase from 35,800 to 44,100 in FY2021
- Estimated to have a 2.6% market share of the lighting and electrical accessories industry for the residential home

GOAL

- Improving service to our Trade Customers continues to be the number one priority for the Group

FY2022: THE YEAR AHEAD

- 21 individual projects to be delivered to shift the business to have a greater trade focus
- Key project is to launch a new Trade Club program
- Continue to introduce more trade specific products



Trade

INDUSTRY LEADING TRADE CLUB | PRODUCT EXTENSION & DIVERSIFICATION
CUSTOMER LED & DATA DRIVEN | BUILD TRADE & COMMERCIAL PARTNERSHIPS

STRATEGIC PILLAR: ECOMMERCE



UPDATE

- Re-platformed the Beacon Lighting websites to provide for an enhanced online experience for our customers
- Seamless integration between the online sales channel and stores has seen online sales increase to \$26.0 million or 9.8% of company store sales

GOAL

- Increase Beacon Trade Online sales by 90.0%

FY2022: THE YEAR AHEAD

- 3-hour delivery in major capital cities for online retail and trade orders
- Integrate the new Trade Club program into the online experience
- Launch the USA eCommerce website and generate direct to consumer sales



ENGAGING WEBSITES | ONLINE SALES GROWTH
SEAMLESS CUSTOMER EXPERIENCE IN-STORE AND ONLINE

STRATEGIC PILLAR: NEW BUSINESS



UPDATE

- Beacon International continues to develop new sales channels to new customers in new international markets.
- Acquired a 50% interest in a property fund which purchase four large format retail properties

GOAL

- Grow international sales through new customers, new sales channels and an expanded product range

FY2022: THE YEAR AHEAD

- Establish direct to consumer sales channel in the USA with www.beaconlighting.us and in China with Tmall Global
- Through the property fund, develop exciting new Beacon Lighting stores at Auburn (NSW), Traralgon (VIC) and Southport (QLD).



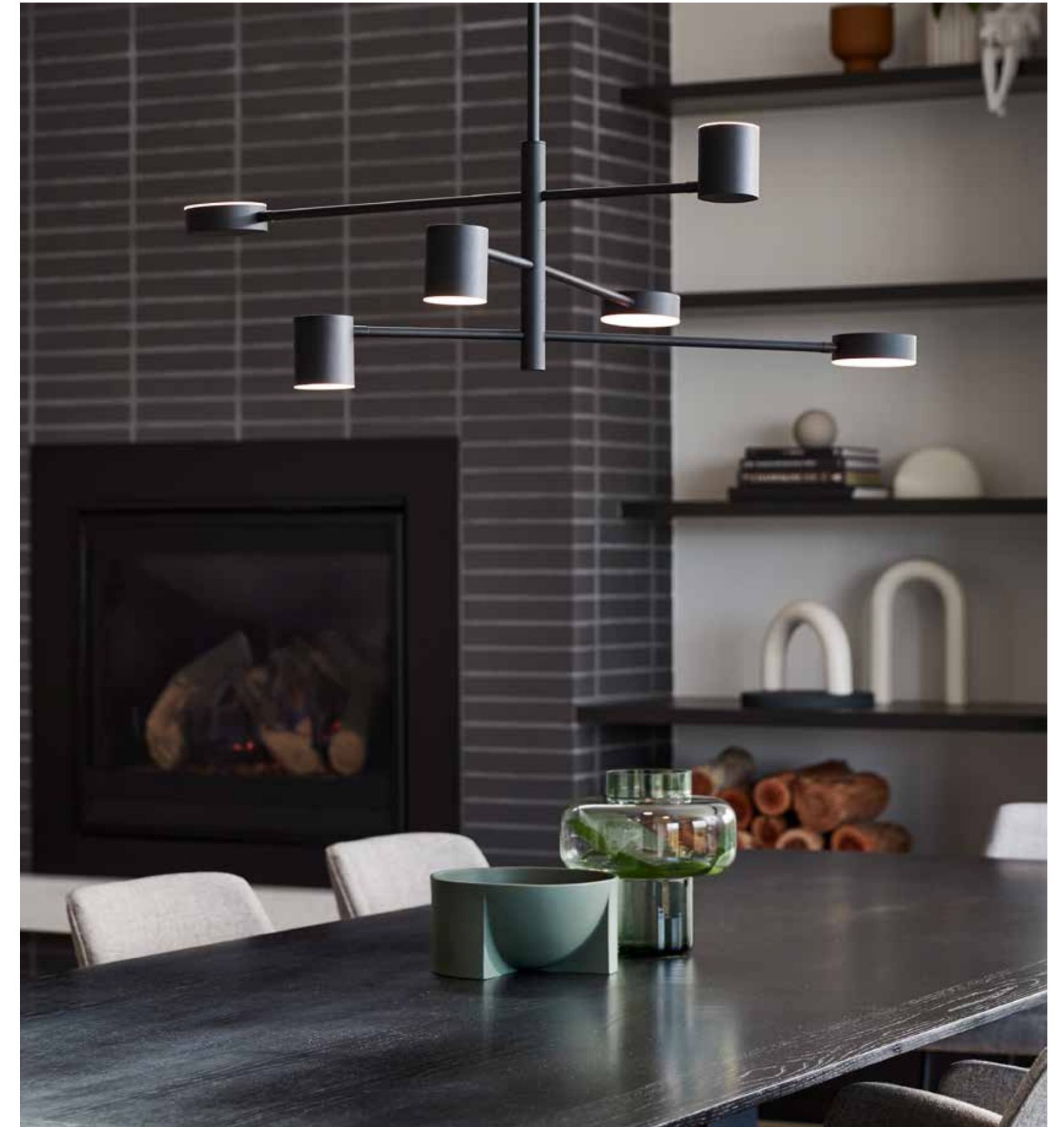
New Business

EMERGING BUSINESSES | INTERNATIONAL SALES OPPORTUNITIES
NEW BUSINESS ACQUISITIONS | PROPERTY

2 FY2022 OUTLOOK



- Company store comparative sales for like trading conditions ⁽¹⁾ was a decrease of 4.7% for Q1 FY2022. All company store comparative sales in Q1 FY2021 were exceptional with an increase of 26.6%
- Improving the Trade Customers experience remains the number one objective of the Beacon Lighting Group
- The macro-economic environment for housing continues to be supportive of Beacon Lighting
- Lockdowns continue to affect retail sales, but consumers are learning to adapt to these conditions with sales in lockdown states continuing to improve
- Record level of investment in the retail network with new stores, relocations and refurbishments
- Continue to realise the opportunities associated with the Beacon Lighting Core Strategic Pillars of Growth



(1) Like trading conditions exclude NSW and ACT stores due to these stores being in lockdown in FY2021 versus unrestricted trading in FY2021

3

QUESTIONS



DISCLAIMER



The Presentation contains “forward-looking statements”. All statements other than those of historical facts included in the Presentation are forward-looking statements. Where the Company expresses or implies an expectation or belief as to future events or results, such expectation or belief is expressed in good faith and believed to have a reasonable basis. However, forward-looking statements are subject to risks, uncertainties and other factors, which could cause actual results to differ materially from future results expressed, projected or implied by such forward-looking statements. The Company will not necessarily release publicly any revisions to any such forward-looking statement.

The Presentation contains general background information about the Company and its activities current as at the date of this Presentation. The information in this Presentation is in summary form only and does not contain all the information necessary to fully evaluate whether or not to buy or sell shares in the Company. It should be read in conjunction with the Company’s other periodic and continuous disclosure announcements lodged with the ASX, which are available at www.asx.com.au.

This Presentation is not a prospectus, disclosure document or other offering document. It is for information purposes only and does not constitute an offer, invitation or recommendation to subscribe for or purchase any security and does not form the basis of any contract or commitment.