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COMPANY ANNOUNCEMENT

4 May 2022

Macquarie Conference Presentation

Please see attached the Presentation to today's Macquarie Conference as authorised by the Group CEO, Terry Smart.

Doug Smith
Company Secretary

JB Hi-Fi Limited

2022 Macquarie Australia Conference



Agenda

1. The Group Model
2. Generating sustainable long-term growth
3. Group Sales update
4. COVID Learnings & Opportunities
5. Group Focus Areas update
6. Investment checklist

1.

The Group Model

Group Model

Two iconic Australian retail brands

JB HI-FI

THE GOOD GUYS®

Purpose

Help people with better ways to live,
learn, work, and play

Help families live better for less

Product offering

Leading retailer of **technology** and
consumer electronics

Leading retailer of **home appliances**
and consumer electronics

Target customer base / demographic

Strong position with a **young tech-
savvy** demographic

Strong position with **home-making
families** and Gen X demographics

Value proposition

Best **brands**, big **range**, low **prices**

Customer focus

Exceptional **customer service** provided by **passionate, knowledgeable
team members**

leveraging a **Group support function** and underpinned by 4 **key competitive advantages**

1

Scale

2

Low cost
operating model

3

Multichannel
Capability

4

People and
Culture

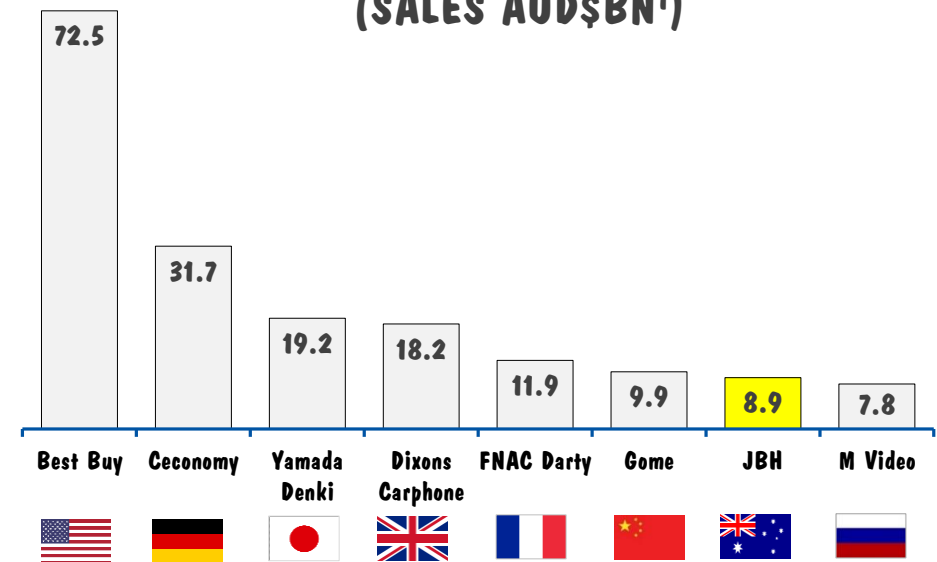
Group Model

Underpinned by 4 key competitive advantages

1 Scale

- #1 player in Australian Consumer Electronics and Home Appliance market
- Local and global relevance to suppliers
- Strong and engaged supplier relationships both locally and globally
- Large, engaged and diversified customer base across the two brands provides suppliers with the ability to execute promotions and new product launches at scale
- Young customer base drives ongoing brand importance to suppliers to maximise sales of new technology and innovation
- High volume website traffic provides significant marketing opportunities and reach
- Group function enables business to drive efficiencies across large cost base

LEADING RETAILER BY COUNTRY (SALES AUD\$BN¹)



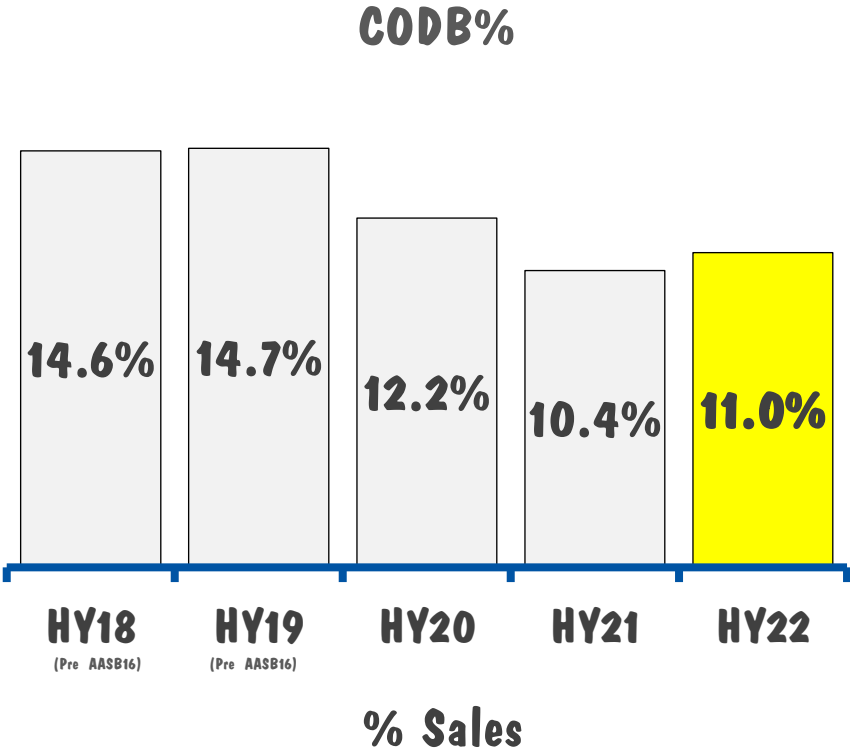
¹Source: Sales as reported in each company's most recent full year result translated to AUD.

Group Model

Underpinned by 4 key competitive advantages

2 Low Cost Operating Model

- Constant focus on productivity and minimising unnecessary expenditure
- Highly productive floor space with high sales per square metre
- Efficiency of model allows us to:
 - respond to market price activity and maintain focus on market share; and
 - compete effectively with traditional competitors and new market entrants



Group Model

Underpinned by 4 key competitive advantages

3 Multichannel Capability

- Focus on providing the customer with an integrated and frictionless shopping experience regardless of their chosen sales channel
- Customer choice on how to shop with us
 - In-store** - High quality store locations that provide convenience and easy access
 - Online** - High brand awareness and optimised digital experience drives high traffic through websites
 - Over the Phone** - Convenient and personalised sales experience giving customers ability to negotiate a deal
- Fast fulfilment, via in-store shopping, click and collect or delivery from the store network or HDCs
- Aftersales support via any channel provides confidence when buying
- National Commercial business supporting corporate, government and education customers



Group Model

Underpinned by 4 key competitive advantages

4 People and Culture

- Knowledgeable and passionate teams who put customers first and provide exceptional customer service
- Strong, overarching culture that also reflects the individual brand personalities
- Dynamic and flexible environment allows us to pivot the business quickly and adapt to any changing market conditions
- Highly engaged teams who have a connection with the business
- Diverse and inclusive workforce
- Unrelenting focus on health and safety



2.

**Generating sustainable
long-term growth**

Generating sustainable long-term growth

The Group is committed to having a positive impact on our people, our community and our environment

Sustainability Policy focus areas

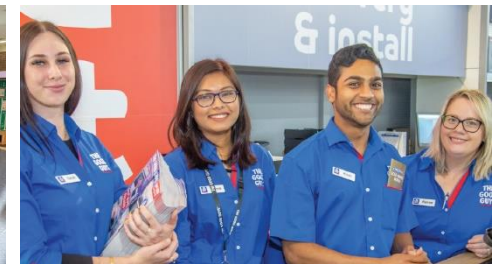
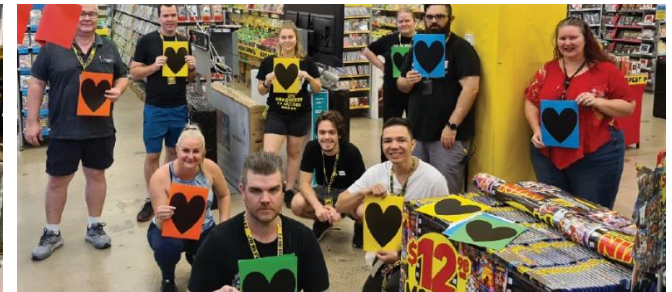


Our People

- Diversity & inclusion
- Employee health and safety
- Employee engagement, communication and employment practices
- Responsible business

FY22 YTD Achievements

- Prioritised the health and safety of team members through Covid-19, including mental health and wellbeing training programs
- Continued to action a set of Diversity and Inclusion initiatives to improve diversity in leadership and inclusion
- Significant improvements in key safety indicators year on year
- Continued low team member turnover



Generating sustainable long-term growth

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Sustainability Policy focus areas

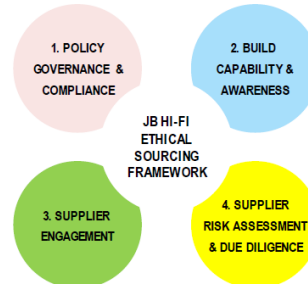


Our Communities

- Community investment
- Ethical Sourcing

FY22 YTD Achievements

- FY22 YTD workplace giving donations totalling \$2.7 million and \$30.8 million since inception
- Released our second Modern Slavery Statement outlining the actions that we are taking to address the risk of modern slavery
- Updated our Ethical Sourcing Policy with a number of enhancements including the requirement for social compliance auditing



Generating sustainable long-term growth

The Group is committed to having a positive impact on our people, our community and our environment

Sustainability Policy focus areas

FY22 YTD Achievements



Our Environment

- Product & waste recycling
- Packaging
- Emissions & energy

- Solar power generation installed in 12 stores YTD as the Group works towards net-zero direct carbon emissions by 2030
- Trialling a new waste reduction, re-use and recycling system in 11 stores
- Improvements in sustainable packaging across own brand products, in line with 2025 National Packaging Targets



3.

Group Sales update

Group Sales update

Group sales update

- The Group provides the following sales update for the period 1 January 2022 to 31 March 2022 (“Q3 FY22”):

Sales Growth	Q3 FY22		Q3 FY22 YTD	
	Comparable	Total	Comparable	Total
JB HI-FI Australia	11.1%	11.9%	1.3%	1.9%
JB HI-FI New Zealand (NZD)	4.8%	4.8%	(1.8%)	(1.8%)
The Good Guys	5.0%	5.5%	0.5%	1.1%

- In Q3 FY22, the Group continued to see heightened customer demand and strong sales growth. This sales momentum has continued into Q4 FY22 to date
- Whilst the Group is pleased with the continued sales momentum, the end of financial year remains an important trading period. In view of the ongoing disruption to stock availability and operations arising from Covid-19 and other local and global uncertainties, the Group does not currently consider it appropriate to provide FY22 sales and earnings guidance

4.

COVID Learnings & Opportunities

COVID Learnings & Opportunities

Stronger going forward

Whilst unfortunately this was a difficult time for our teams, the learnings and ongoing opportunities mean that the business will be stronger going forward

Improved systems and capabilities

- Robust online systems that have been stress tested under increased volumes
- Evolved delivery options
- Created new ways to engage with our customers
- Reinforced the importance of physical stores in the higher involvement product shopping journeys
- Demonstrated the power of the multichannel experience that accommodates all customers' differing shopping journeys

Elevated in-store and online traffic

- Longer term benefits for The Good Guys with exposure to new layout and category expansions
- Reinforced JB Home, especially in the Small Appliances categories

Ongoing Work From Home driving future sales opportunities

- Increased penetration of computers will feed future upgrade funnel for both brands
- Increased requirement for associated accessories such as Monitors, Webcams etc
- Small Appliances such as Coffee Machines

5.

Group Focus Areas update

Group Focus Areas

1. Multi Channel

Ensuring we continue to seamlessly meet our customers' differing shopping requirements

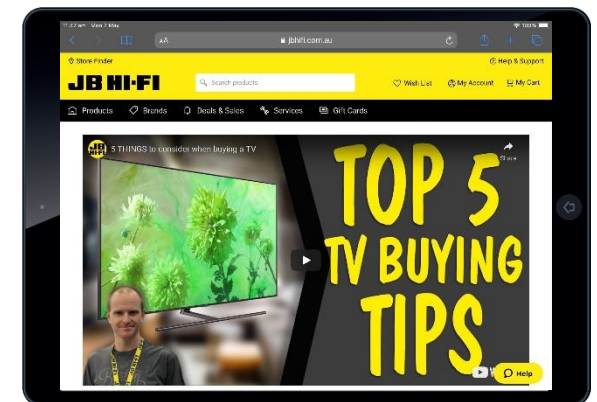
Multi to
Omni
channel

- Connecting customer data across all channels to create a consistent, predictable and more personalised experience
- Tailor messaging and offers to customers based on known preferences



New ways
to engage
and deal

- Continue to develop new and convenient ways for customers to interact with the brands
 - Over the phone sales with price negotiation
 - Live chat testing
 - JB TV creating new ways to engage and educate customers



Leverage
website
visitation and
database

- Significant web traffic can be further leveraged to drive additional sales opportunities and stickiness
- Large and engaged contactable database continues to drive opportunities

Group Focus Areas

1. Multi Channel - continued

Ensuring we continue to seamlessly meet our customers' differing shopping requirements

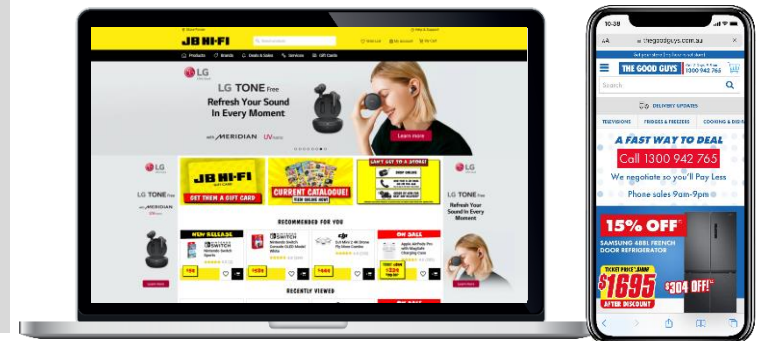
Stores

- Continue to focus on the in-store experience and engagement
- Constant category and store layout evolution
- Continued data driven evaluation of new store opportunities
- Additional smaller 'curated range' store expansion opportunity



Online

- Continue to invest in e-Commerce platforms to improve customer experience
- Focus on improving customer conversion and online spend
- Always evolving delivery options to provide greater choice & convenience for shoppers



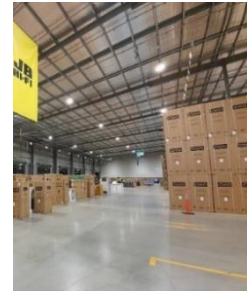
Group Focus Areas

2. Supply Chain

Continued investment in a fit for purpose Group Supply Chain that supports In-store and Online fulfillment

Supply
Chain

- Continue the roll out of our Big and Bulky Home Delivery Centres (“HDC”) that enable an improved customer experience and greater stock efficiency, and reinforces our safety first approach.
 - Adelaide HDC opened 1HY22
 - Newcastle HDC to open FY23
 - Brisbane and Perth to relocate to larger facilities in FY23
- Improve the delivery experience for The Good Guys customers focusing on increased certainty, transparency and choice
- Continue to expand our closed network, Next Day Courier solution
- Continue to develop new ways to leverage our scale and improve our customer experience



Group Focus Areas

3. Commercial

Setting our Commercial Businesses up for future growth

*Evolving
the Brand*

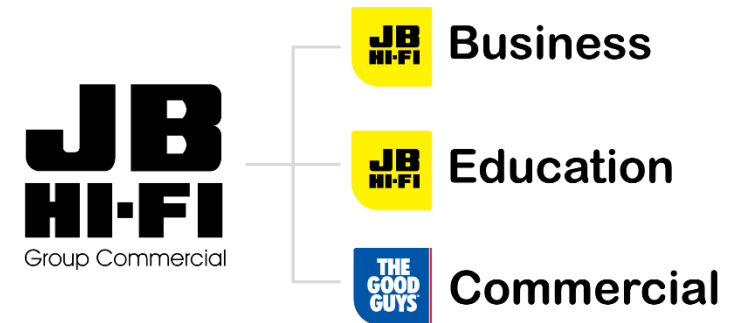
- Repositioning from previous “JB Hi-Fi Solutions” branding to 3 new brands to align to our key market segments:
 - JB Hi-Fi Business
 - JB Hi-Fi Education
 - The Good Guys Commercial

*Channel
development*

- New E-commerce platform providing;
 - improved user experience from onboarding to order fulfilment
 - greater access to SMB markets
- Expansion of dedicated Telco Business channel

*Deliver a
better
customer
experience*

- Tailored products and services for Commercial, Government and Education segments
- Omni-channel experience for all businesses – small, medium and large
- Greater integration – dual brands, range and operating synergies



6.

Investment Checklist

Investment Checklist

Unique and relevant brands		Unique team culture and unrivalled customer service	
Flexible business model – history of category growth and development		Multichannel capability built around high quality store portfolio	
Diverse and resilient product categories across brands		Experienced management team	
Scale operator, market leader		High return on invested capital	
Global best in class metrics including low cost of doing business and high sales per square metre		Shareholder return focused – through proactive capital management and dividend policies	

QUESTIONS