

17 August 2022

Harris Technology expands into Household category

Pure-Play online retailer Harris Technology Group Limited (ASX: HT8) is pleased to announce the launch of www.hthome.com.au (**HT Home**) signalling its official expansion in the Household category.

[HT Home](http://www.hthome.com.au) is the first dedicated new category eCommerce store launched beyond Harris Technology's flagship Technology eCommerce site (www.ht.com.au).

Since September 2021, Harris Technology has partnered with local importers to expand into Household products and has delivered recurring sales at attractive margins with low inventory hold times. As announced in its June 2022 quarterly activities report, Harris Technology recently conducted reviews of all Tech brands to remove underperforming products and improve its overall gross margin.

Demand for Household products has remained strong in recent months, despite rising cost-of-living expenses. Household category sales totalled \$311k for the 3 months ended 31 July 2022 (unaudited).

HT Home has more than 2,200 Household products listed and expenses associated with the HT Home launch are minimal. It is a scaling of the HT eCommerce platform, from which individual stores can be established at a fraction of time cost compared to a new website built to process and dispatch hundreds of daily transactions. Products will also be listed on major marketplaces, including Amazon and eBay, as part of Harris Technology's strategy that leverages third party advertising to attract online shopping traffic.

Since consolidating facilities in November 2021, Harris Technology has the capacity to warehouse Household products inventory, online listings, and dispatch from its facility in Hallam, Victoria, utilising existing cash resources, with no need to raise further capital.

With the launch of the HT Home site, Harris Technology will commence marketing initiatives immediately to increase traffic to its store. This will include direct email campaigns to Harris Technology customers, external email campaigns, social media, and search optimisation.

Harris Technology CEO, Garrison Huang commented, "Adapting to changes in the eCommerce sector, Harris Technology identified this opportunity for Household products as a category that has been underserved by online channels. Since commencing our trial in September 2021 of products commonly required in all Australian homes, we have been pleased with the sales. Increasing sales from our own channels is one of our strategies to increase the overall margin so we are very excited to launch HT Home as the newest channel of the Harris Technology eCommerce network."

Harris Technology welcomes investors to join the HT8 investor mailing list for Company updates, industry research and investor discounts by subscribing at:

<http://ht8.com.au/subscribe>.

For more information, contact:

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This announcement has been authorised for ASX release by HT8 Chairman, Alan Sparks.

About Harris Technology Group Limited

Harris Technology Group Limited is a publicly listed company on the Australia Securities Exchange (ASX code: HT8). The Company's main business is the eCommerce business of Harris Technology (HT) – www.ht.com.au. Harris Technology is a well-known brand with a 30+ year history in IT/CE retail market covering a very wide range of IT products for small and medium businesses in Australia. Harris Technology was previously owned by Officeworks under Wesfarmers and prior to this, it was owned by Coles Myer Group. Harris Technology no longer operates any physical shopfronts – all businesses of Harris Technology are conducted online both on www.ht.com.au and via the major online platforms such as Amazon, Kogan, Catch and eBay etc.