

ANNUAL GENERAL MEETING

24 OCTOBER 2022

BEACON LIGHTING GROUP

Beacon
LIGHTING

Beacon
TRADE

Beacon
COMMERCIAL

Beacon
INTERNATIONAL

LIGHT
SOURCE
SOLUTIONS

CONNECTED
LIGHT SOLUTIONS

MASSON
FOR LIGHT


CUSTOM LIGHTING
DESIGNERS OF LIGHT

ANNUAL REPORT

BEACON
LIGHTING
GROUP

1 FINANCIAL STATEMENTS

2 DIRECTORS' REPORT

3 AUDITOR'S REPORT FOR THE YEAR ENDING 26 JUNE 2022



PROXY DETAILS

Resolution Details

Resolution	Resolution Type
1 Re-Election of Neil Osborne	Ordinary
2 Adoption of Remuneration Report	Ordinary
3 Glen Robinson Performance Right Issue	Ordinary
4 Amend the Constitution to allow virtual meetings to be held	Ordinary

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

For	Against	Proxy's Discretion	Abstain
25,632,357 63.00%	14,905,217 36.64%	145,592 0.36%	39,546
39,775,272 98.57%	435,203 1.08%	142,117 0.35%	122,173
39,929,410 98.46%	479,057 1.18%	145,592 0.36%	35,728
24,269,621 59.61%	16,314,973 40.07%	130,117 0.32%	8,001

CEO PRESENTATION

24 OCTOBER 2022



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CONTENTS

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1 FOUR Pillars of Growth

2 FY2023 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:

- Dominant retail market position for lighting, fans and lighting accessories for the Australian home
- 119 Beacon Lighting stores with network research from December 2020 identifying potential of 184 stores in Australia

GOAL:

- Increase Beacon Trade sales through Beacon Lighting stores

FY2023:

- Build long term partnerships with our trade customers through our store network with our store teams
- Grow trade sales through the value-added service of Beacon Design Studios in store
- Rolling out range extender screens to Beacon Lighting stores
- Open new stores at Pimpama (QLD), Auburn (NSW), Armadale (WA), Warrawong (WA) and Mt Barker (SA)
- Relocate and upgrade the Nunawading (VIC) and Southport (QLD) stores



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

STRATEGIC PILLAR: TRADE

UPDATE:

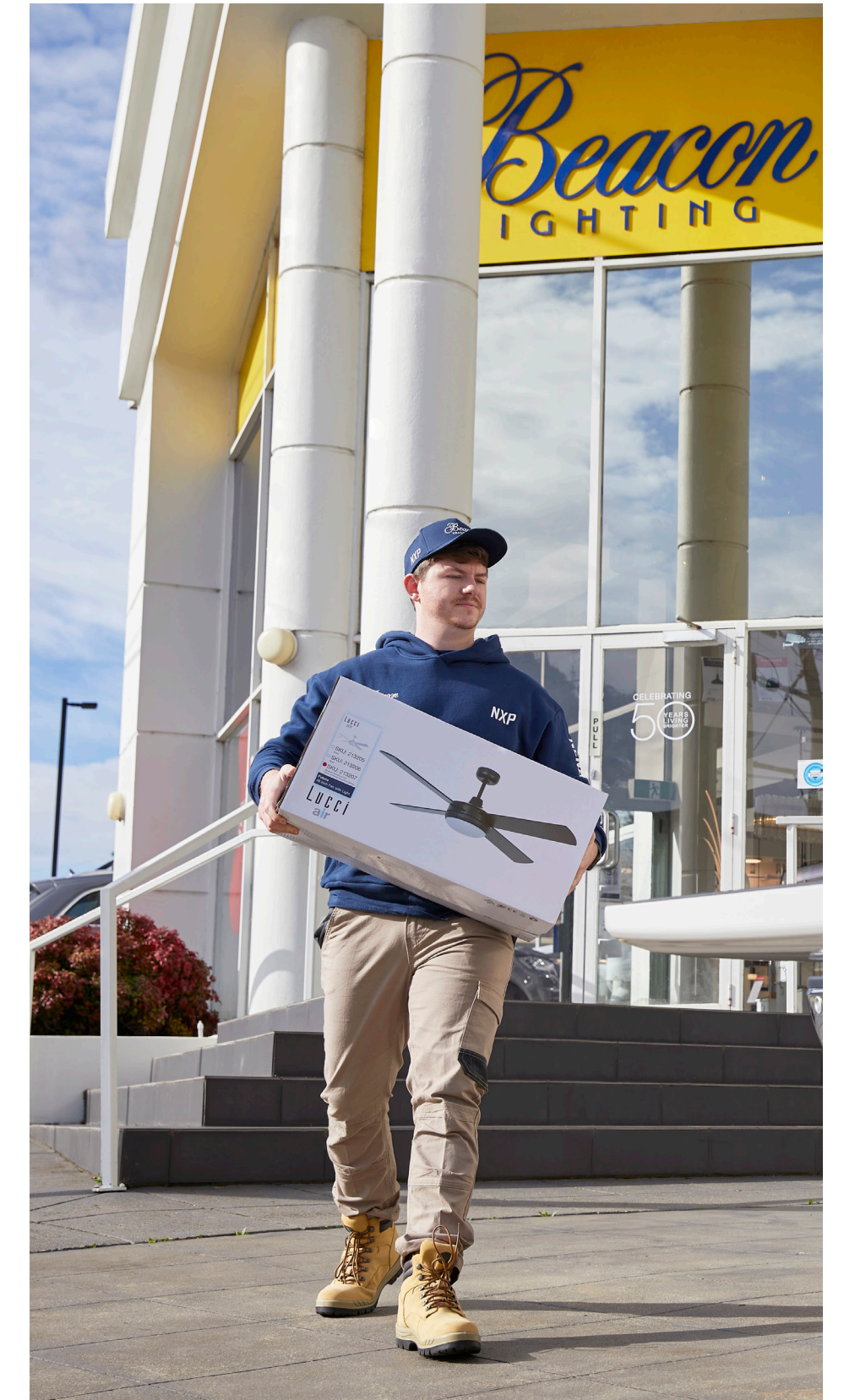
- Small market share in the large residential home trade market for lighting, fans and electrical accessories
- Rolled out trade desks, trade walls or trade rooms to all Beacon Lighting stores
- Continuing to achieve strong sales momentum through Beacon Trade and the other trade sales channels

GOAL:

- Improving the lives and businesses of our trade customers continues to be the number one priority for Beacon Lighting

FY2023:

- Re-launch of the Beacon Trade Club with an improved digital presence making it easier for our trade customer to transact with Beacon Lighting and also to encourage referral sales
- Continue to acquire new trade products in order to create a comprehensive range of products for our trade customers
- Continue to innovate in store in order to better merchandise our trade product range and better service our trade customers
- Continue to implement the 21 individual projects to improve the lives and businesses of our trade customers



Trade

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

STRATEGIC PILLAR: ECOMMERCE

UPDATE:

- Seamless integration between the online sales channel and stores continues to provide our retail and trade customers with maximum flexibility and choice
- Online sales channel is continuing to be embraced by our Beacon Trade customers resulting in strong sales momentum

GOAL:

- Redefine the Beacon Trade online experience with personalised content and an engaging website to increase trade sales

FY2023:

- Launch the new Beacon Trade Club online with integration to the new loyalty system
- Continued enhancement of all Beacon Lighting websites including increased personalisation for all customers, expanded payment options and enhanced content including 3D AR of key products
- Expand the trade product selection online, including bundle offers and supported by fulfilment through the store network



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

STRATEGIC PILLAR: NEW BUSINESS

UPDATE:

- Beacon International to continues to expand the product offering to new sales channels and to new customers
- Beacon Lighting now has a 50% interest in a property fund which owns seven large format retail properties

GOAL:

- Grow international sales through new sales channels to new customers with an expanded product range

FY2023:

- In the USA, continue to grow the number of customers in the lighting showroom and traditional retail market
- Work with and grow our sales with our existing International, Light Source Solutions, Connect Light Solutions, Masson For Light and Custom Lighting customers
- Through the property fund, complete property development at Auburn (NSW) and Southport (QLD) and open new Beacon Lighting stores



New Business

EMERGING BUSINESSES | INTERNATIONAL SALES OPPORTUNITIES
NEW BUSINESS ACQUISITIONS | PROPERTY

2 FY2023: OUTLOOK

- FY2023 Company Store comparative sales to date have been encouraging, although year on year sales may moderate as we cycle very strong FY2022 sales increases when COVID restrictions were eased
- Improving the lives and businesses of our trade customers will continue to be the number one priority for the Beacon Lighting team
- Re-launch of the Beacon Trade Club will make it easier and more rewarding for our trade customers to do business with Beacon Lighting
- Continued expansion of the Australian designed fan and lighting products into the USA, China, Asian and European markets
- Complete the development of properties at Southport (QLD) and Auburn (NSW) and open new Beacon Lighting stores
- Open new Beacon Lighting stores at Pimpama (QLD), Auburn (NSW), Armadale (WA), Warrawong (WA) and Mt Barker (SA)
- Relocate and upgrade the Nunawading (VIC) and Southport (QLD) stores
- Relocation the Store Support Centre above the new Nunawading (VIC) store



3 QUESTIONS

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