



FY24 Results Presentation

Executive Summary

Throughout the last 12 months the business has continued to normalise towards pre-covid levels, whilst returning in excess of \$50m to shareholders.

Divestment & Shareholder Distribution

- Completed the divestment of Consumer Products business for \$60m in November 2023
- From the sale proceeds, \$52.9m or \$0.31 cents per share (**cps**) returned to shareholders by way of:
 - Capital return of \$0.18 cps; and
 - Special fully franked dividends totalling \$0.13 cps.

FY24 Results

- Strong headwinds persisted throughout FY24, with consumer spending directly impacted by high inflation & interest rate environment
 - Total Sales of \$19.6m, down 18.6% on prior comparative period (**pcp**);
 - Underlying EBIT of \$2.3m, down 1.3% on pcp;
 - Underlying NPAT of \$2.8m, up 117.4% on pcp;
 - Healthy cash balance of \$21.8m as at 30 June 2024, of which \$11.9m has since been returned to shareholders via a special dividend (relating to Consumer Products divestment)

Hampers with Bite (HWB) Strategy

- The company continues to strengthen and reposition the HWB business via the following key initiatives:
 1. Revamp brand image and brand visual identity to allow for all year round gifting
 2. Developing new products for both the B2B and B2C channels
 3. Update website to improve ease of shopping experience
 4. Continue to explore additional strategically suitable acquisition opportunities

FY25 Outlook

- The Board remains cautious on HWB's trading outlook in the current economic climate

A Bupa-branded gift basket filled with wellness products. The basket is tied with a blue ribbon featuring the Bupa logo. Inside, there is a 'DAILY Gratitude JOURNAL', a 'CACAO boutique HAZELNUT CHOCOLATE' bar, a 'VITALE WELLNESS' soap bar, a 'BOTANICA COLLECTION' soy candle, a 'BOTANICA COLLECTION' luxury bath salt blend, a 'CACAO boutique DARK CHOCOLATE' bar, a 'VITALE WELLNESS' candle, a 'BOTANICA COLLECTION' tea blend, and a 'VITALE WELLNESS' candle. A Bupa-branded mug with orange liquid is also visible.

1. HWB Highlights
2. FY24 Business Review
3. Financial Performance
4. Business Outlook
5. Recap

2024 Performance Highlights

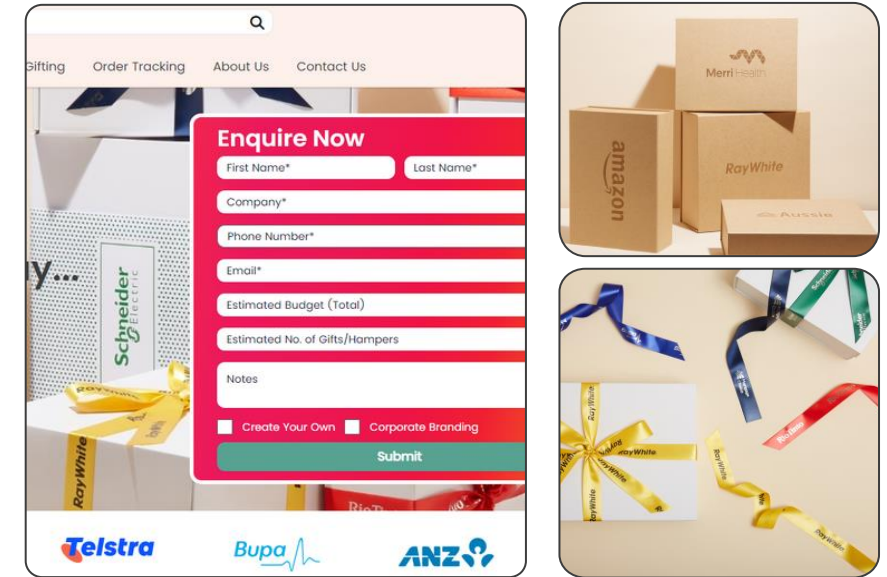
New Website Launch



Customer Acquisition



Improved Corporate Offer



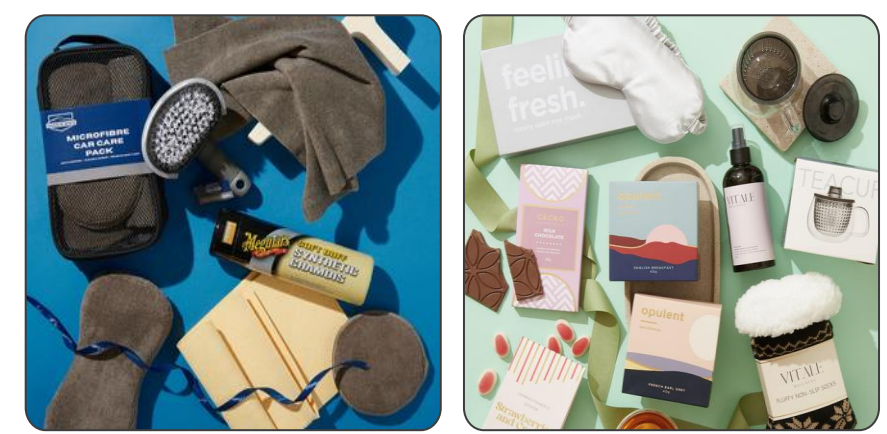
Brand Relaunch



Charity Partnership



New Ranges– Car Lovers and Hospital Care



FY24 Delivering On Our Growth Strategy



Brand Relaunch

- Brand revamp paying tribute to distinctive assets
- Expansion of brand visual identity to allow for All Year Round (AYR) gifting
- Improve ease of shopping experience



All-Year Round Range

- Develop product strategy for AYR gifting
- Priority for B2B and B2C product synergies
- Range & pricing strategy review



Website Update

- New website improving customer conversion across platforms.
- Customer journey review
- Advertising optimisation to drive increased ROI

FY24 Sales & Marketing

- Despite a year of normalisation in the wider market, impacting overall discretionary spending across both B2B and B2C markets, HWB saw our top super SKUs perform strongly and major customers retained despite challenging conditions
- H2'24 saw a significant transformation of Hampers with Bite, with a new brand image, new website and targeted three new ranges launched (Car Lovers, Hospital Care and Real Estate), totalling 40 new SKUs opening up new market growth opportunities and setting up for a successful FY25



Car Lovers Hampers

Ideal for new car owners, the new range includes 11 car hampers featuring top-rated items like the Meguiar's Chamois, a Microfibre Car Care Pack with various cleaning cloths and pads, and a durable car tire brush.



Hospital Care Packages

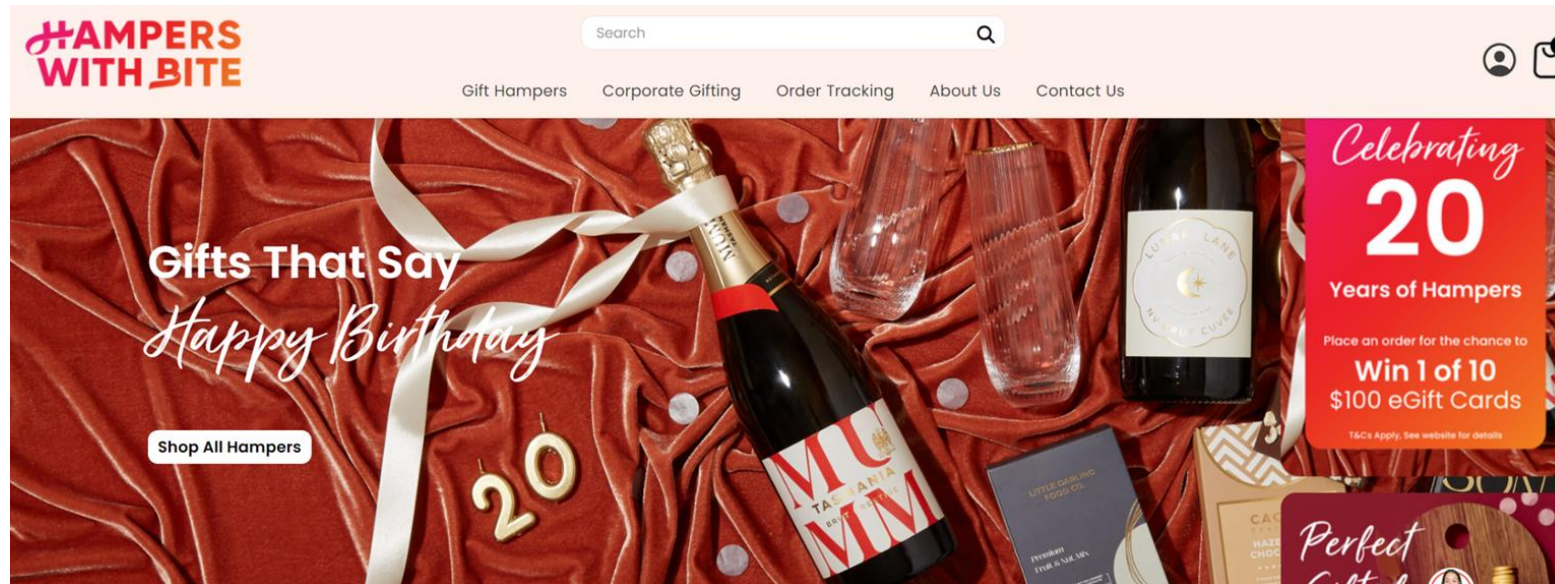
Thoughtfully curated for healthcare workers or loved ones in hospitals or aged care. New range includes premium items like a stainless steel drink bottle with a straw for ease of use, plush non-slip socks for added comfort, and more!



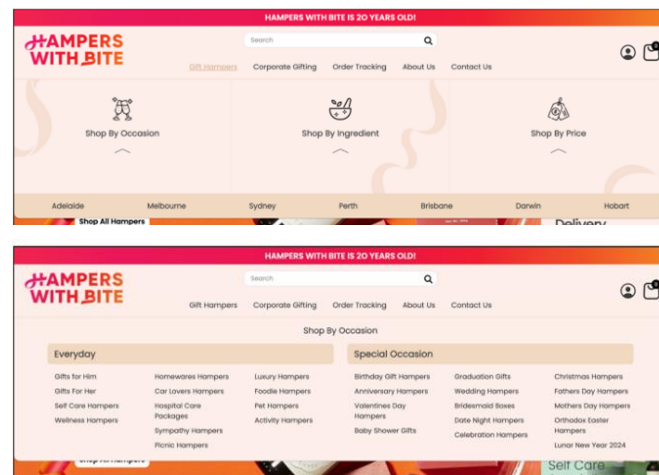
Real Estate Hampers

Crafted with insights from over 300 real estate agents, ideal for homeowners. Range offers 20 hampers featuring gourmet cheeseboards, elegant champagne flutes, and luxurious gold marble cheese knives.

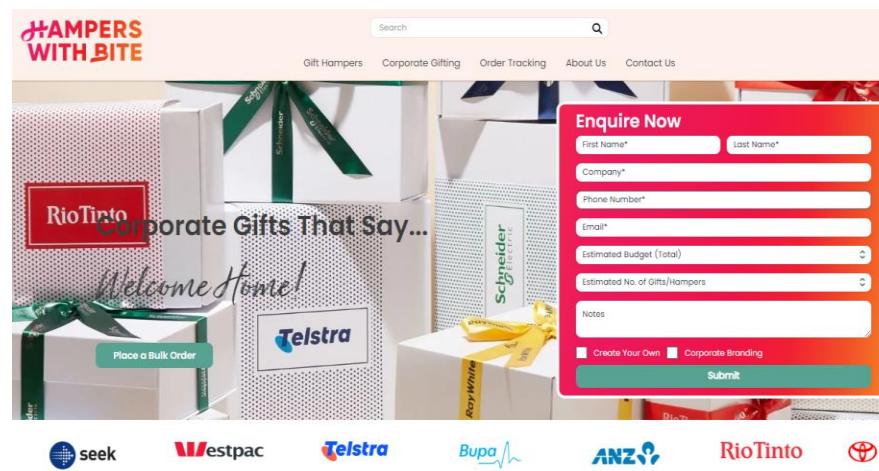
Unveiling Our New Website



Menu



Corporate Landing Page



The new website is an important step in transforming hampers consumer perception into a full gifting solution and engaging our customers, via:

- ✓ **Simplified Design:** Support conversion growth by allowing the user to easily digest and focus, with menu categories being split out into three key categories allowing for simplified and quick navigation
- ✓ **Custom-Built Landing Page Funnel:** Acts as a funnel for corporate customers to increase lead conversion

- Corporate lead conversion rate has increased 125% since website launch

- ✓ **New Value Creation Opportunities:** Improvements to consolidated forms, easy bulk order download and submissions and the inclusion of a corporate branding guide
- ✓ **Visual Enhancement:** Individual product pages modernised with best practice visual merchandising principles and add on features, with product add-on upsells doubling since website launch

FY24 Operations

Warehouse & Manufacturing

- Investment in Operations was a continued focus over FY24 and into Q1 of FY25 as the business finalises relocation to a new warehouse and manufacturing facility to enable sustainable and profitable all year round growth.

Cost Control

- Achieved across total Operations in FY24, with a decrease of 12% (\$591K) in the business, including:
 - Fixed & Variable Labour reduced by 2.8% (vs. FY23)
 - Offsite storage costs reduced by 49% due to reduction in raw materials & packaging inventory and lower sales volume
 - Reduction in operating inventory by \$1.1M (36%) due to revised procurement and inventory management process
- Implementation of a Sales & Operations Planning (S&OP) business wide has been instrumental in unlocking improved commercial management



Corporate Responsibility

Cotton On Foundation Partnership

Hampers with Bite's partnership with Cotton On Foundation has proven to deliver significant support for children in need in Uganda.

Charitable donations from Hampers with Bite provided over 782K meals since partnership began in July 2022, with communication sent out about the partnership to customers via EDM and other direct marketing offers.

783K+
Meals Donated

Australian Disability Support Partnerships

Hampers with Bite also partners with Endeavour Foundation and Yooralla who support Australians with disabilities through employment and other services.

Over FY24 Endeavour Foundation packed over 626K of packaged units for Hampers with Bite, and over 77,000 products were packed by Yooralla.



Financial Performance

Key Consolidated Income Statement Items

\$'000	FY23	FY24	Change	%
Sales Revenue from continuing operations	24,105	19,631	(4,474)	(18.6%)
Underlying EBITDA from continuing operations	2,799	2,674	(125)	(4.5%)
<i>Underlying EBITDA margin on Net Sales</i>	<i>11.6%</i>	<i>13.6%</i>	<i>2.0%</i>	
Depreciation	(429)	(335)	94	(21.9%)
Underlying EBIT from continuing operations	2,370	2,339	(31)	(1.3%)
<i>Underlying EBIT margin on Net Sales</i>	<i>9.8%</i>	<i>11.9%</i>	<i>2.1%</i>	
Interest and Tax	(1,087)	450	1,537	(141.4%)
Underlying NPAT from continuing operations	1,283	2,789	1,506	117.4%
Underlying basic EPS in cents	0.75	1.64	0.88	117.4%
Acquisition costs	(25)	-	25	(100.0%)
Goodwill and brand names impairment (non-cash, net of tax)	-	(23,403)	(23,403)	100.0%
Reported Profit after tax from continuing operations	1,258	(20,614)	(21,872)	(1,738.6%)
Profit after tax from discontinued operations	3,632	19,614	15,982	440.0%
Reported Profit after tax	4,890	(1,000)	(5,890)	(120.4%)
Reported basic earnings per shares in cents	2.87	(0.59)	(3.46)	(120.6%)

- Underlying EBITDA margin and EBIT margin from continuing operations increased 2.0% and 2.1%, respectively
- Underlying EBIT from continuing operations only marginally lower in FY24 compared to FY23, despite \$4.5m decrease in sales revenue
- Profit after tax from discontinued operations of \$19.6m including gain on sale of assets of \$18.2m

Financial Performance

Key Statement of Financial Position Items

\$'000	Jun-23	Jun-24	Change
Assets			
Cash	1,784	21,796	20,012
Trade & Other Receivables	15,469	287	(15,182)
Inventories	18,647	1,965	(16,682)
Property, Plant & Equipment	17,451	203	(17,248)
Leased Assets	2,105	32	(2,073)
Brand Names & Other Intangible Assets	41,350	5,817	(35,533)
Deferred Tax Assets	523	0	(523)
Others	1,141	162	(979)
Total Assets	98,470	30,263	(68,207)
Liabilities			
Trade and other payables	13,132	1,698	(11,434)
Lease liabilities	2,119	25	(2,094)
Employee and other provisions	2,814	208	(2,606)
Borrowings	2,125	-	(2,125)
Other financial liabilities	54	-	(54)
Deferred tax liabilities	6,347	492	(5,855)
Total Liabilities	26,591	2,423	(24,168)
Net Assets	71,879	27,839	(44,040)

- Strong cash position of \$21.8m at 30 June 2024
- \$42.6m returned to shareholders during the year via a combination of capital return and fully franked dividends
 - Further \$11.9 million paid in July 2024 as a special dividend
- No borrowings at 30 June 2024 after existing borrowings were repaid upon sale of the Consumer Products business
- Strong net asset position at 30 June 2024



HAMPERS WITH BITE

gift a little smile

Business Outlook

FY25 Growth Strategy

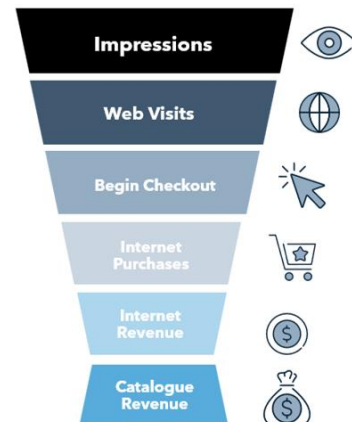
Amplify All-Year-Round (AYR) Events

- Kick off New Financial Year with Hampers with Bite 20th Birthday month, celebrating our market maturity versus our competition.
- Continue to drive excitement at key AYR events such as Fathers Day and Mothers Day
- Focus on further gift solution dates for further product expansion



Mass Market Brand Awareness

- Driving brand awareness through expansion of HWB's media coverage
- Utilise new mass market channels (both traditional and digital) to unlock new and existing target markets
- Leverage new agency partnerships set up in 2024 to unlock advertising improvements to efficiency and media scope



Grow New Market Channels

- New B2B markets unlocked with tailored solutions for key industries
- Focus on executing strong launch plans across both B2B and B2C markets
- Expand premium range to unlock both ends of market - HWB prides itself in offering the best value hampers on the market with gifts as low as \$39



Our Most Merry & Bright Christmas

- Christmas to be supported with new ranges, new launch strategy and advertising plans
- Optimisations in procurement allow for improvements to product quality and design, enabling best possible customer experience
- Expansion of personalisation and customisation to be released for Christmas



FY25 Operations Improvements



New Warehouse

- Investment in Operations was a continued focus over FY24 and into Q1 of FY25 as Hampers With Bite finalises relocation to a new warehouse and manufacturing.
- Increased pallet storage capacity will improve operational efficiencies through revised production flow and stock management.
- Future strategic product expansion plans are unlocked with new facility and investment in capability.

Systems Improvements

- The go-live of a new Warehouse Management System (WMS), enables effective inventory management, production scheduling and forecasting processing rigour.
- Hampers with Bites new warehouse increase in capacity allows for further technology improvements to support ongoing cost down initiatives.
- Improvements to stock management and procurement will continue to unlock product savings which will be used to increase customer value.



FY25 Outlook Summary

The business remains cautious on the outlook for HWB and will continue to focus on executing key strategic objectives throughout FY25



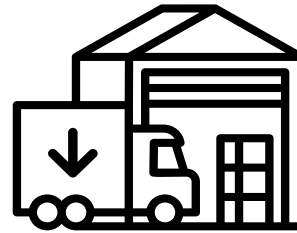
Brand Marketing

- Increase mass market media coverage
- Optimised advertising
- Website optimisations



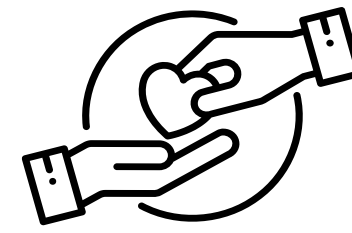
New Products

- Execute new range growth plans
- Expand key ranges across price points



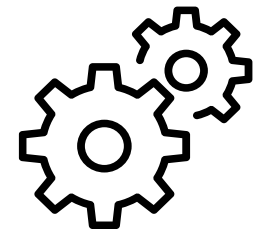
New Warehouse

- Brand new facility
- Major capacity increase
- Reducing operational costs



Charity Partnership

- Support key charities
- Leverage support



Systems & IT

- New ERP system
- BI integrations

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**HAMPERS
WITH BITE**