



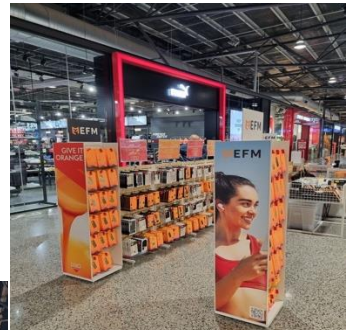
STEALTHGROUP
HOLDINGS LTD

An Australian Distribution Company

2024 Annual Shareholders Meeting

15 November 2024

2014 to 2024
CELEBRATE
10
YEARS



Non-Executive Chairman
Chris Wharton^{AM}



Group Managing Director & CEO
Mike Arnold



Non-Executive Director
John Groppoli



Chair of the Remuneration
Committee

Non-Executive Director
Simon Poidevin



Chair of the Audit and Risk
Committee



A proud history, a positive future.

Celebrating 10 years – 2014 - 2024

Stealth has grown into one of Australia's largest distributors of industrial, safety, automotive, workplace and consumer technology products, and other related products and services.





Our vision

We're here to help provide all businesses, trade-professionals and customers, with products, made for everyone, used in everyday life.

Our goal

To be Australia's market-leading alternative to the major industry players, and the first choice for customers, consumers and brands.

The Biggest Morning Tea

Every year, Stealth proudly participates in the Cancer Council's Biggest Morning Tea.

Pink Ribbon Morning Tea

All our work locations across the Australia transformed into vibrant displays of hot pink.

MACA Cancer 200 Ride for the Perkins

for the Harry Perkins Institute of Medical Research.

WA Law Enforcement Torch Run

A worldwide foundation of Law Enforcement employees, The Law Enforcement Torch Run is the largest grassroots awareness and fundraising vehicle for Special Olympics.

R U OK? Day

Morning teas held across our work locations checking in on one another and recognising Health & Wellbeing of our team

International Women's Day

We value a gender-equal world, which is why we proudly celebrate and support International Women's Day.



2024 AGM Meeting Agenda

Stealth Group Holdings

1. Introduction
 2. Chairman's Address
 3. Group Managing Director & CEO Address
 4. Business of the Meeting
-

Resolutions

- *Resolution 1 – Non-binding resolution to Adopt Remuneration Report.*
- *Resolution 2 – Re-election of Director – Mr Chris Wharton AM*
- *Resolution 3 – Proposed Issue of 217,392 Shares to Managing Director*
- *Resolution 4 – Financial Assistance.*
- *Resolution 5 - Approval of prior issue of securities to refresh the Company's 15% placement capacity*
- *Resolution 6 – Appointment of Auditor*

Featuring presentations by:

Chris Wharton, Chairman & Non-Executive Director, Stealth Group Holdings

Mike Arnold, Group Managing Director & CEO, Stealth Group Holdings



STEALTHGROUP
HOLDINGS LTD



2

Chairman's Address

**STEALTH
GROUP** 

AN AUSTRALIAN
DISTRIBUTION COMPANY

**INDUSTRIAL
SERVICES**

**CONSUMER
TECHNOLOGY**

COMMERCIAL / BUSINESSES

RETAIL

TRADE PROFESSIONALS

**DISTRIBUTOR OF
PRODUCTS**

**SOURCE
SOLUTIONS**

**CONNECTED
SUPPLY SOLUTIONS**

**CUSTOM SMART
TECHNOLOGY**

Designers & manufacturers of technology
accessories for mobile, tablet, power, audio
and protection.

3

Group Managing Director & CEO Address

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A look into FY25 & beyond

An inside look at the building of Australia's next market-leading distributor.

We want to be known for having the best customer experience, best prices, a wide-range selection of quality leading brands in our category, reaching customers of all types and sizes through multiple channels.

2 Financial Goals...FY25 and FY28

FY28 goal – Sales and Profit

>\$300m	SALES
>8%	EBITDA
>5%	NPAT

FY25 goal – Sales and Profit

\$159m	SALES
>29%-35%	MARGIN
>1.5%-3.0%	NPAT

We'll bring customers our very best. The core elements of our strategy and growing in markets include:



Total Workplace
Solution Strategy.



Building and retaining the
best team.



More Customer value and
better experiences.



Everyday Best
Price.



Lower cost % to obtain a price
and margin advantage.



New and expanded
Products, Brands, Categories
and Services.



Build the best store
network and in-store
experiences.



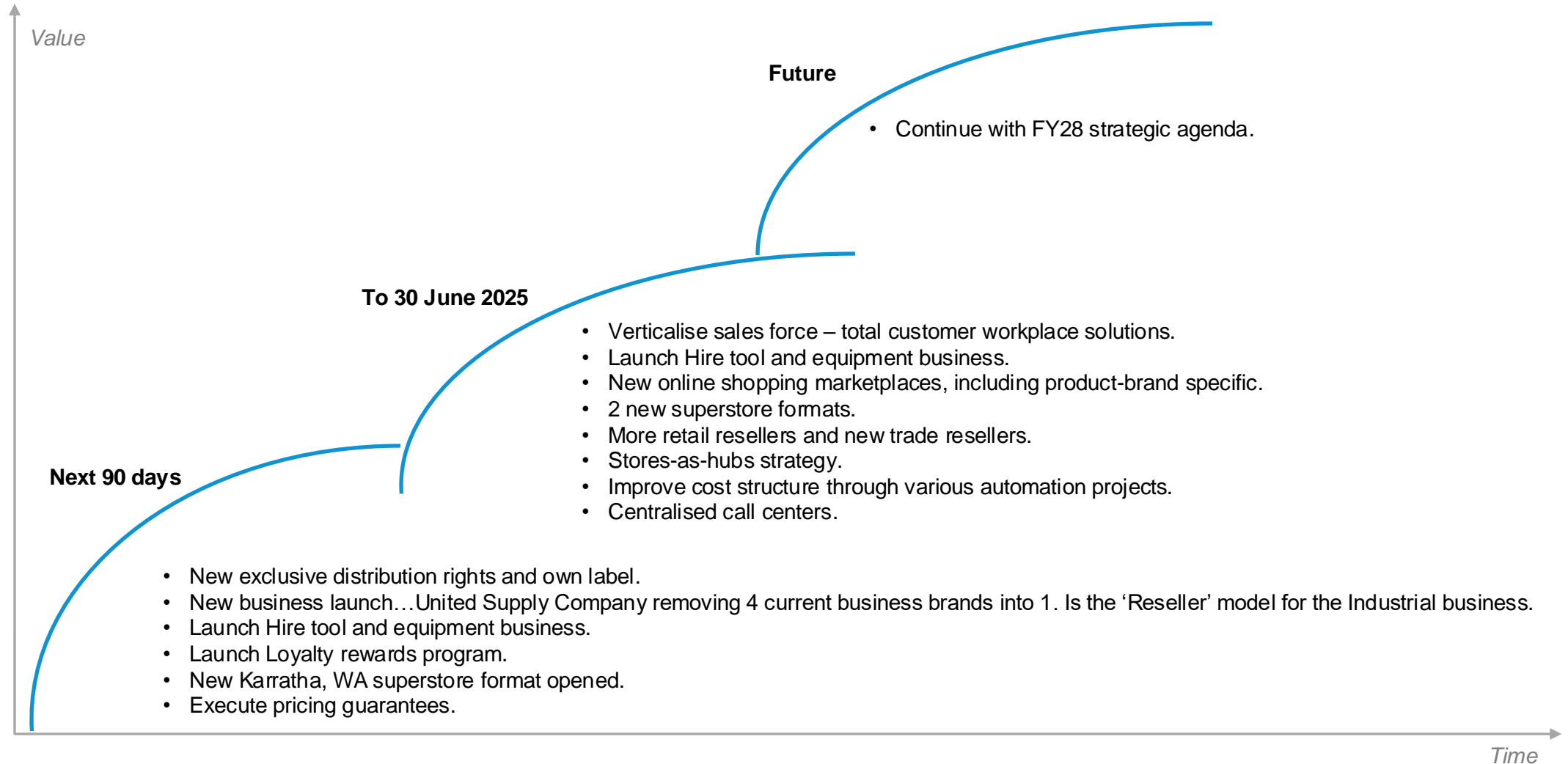
Simplicity and efficiency through
Data, digital and automation.



Supply chain optimisation
Drive efficiencies and increase
productivity.

4 FY25 progress on strategy

Strategic growth plan	Description
1 New and expanded Products, Brands, Categories and Services.	<ul style="list-style-type: none"> • New core strengths around direct factory sourcing, including Hong Kong Office. • Good progress in advancing new exclusive brands and own label products projects. • New Hire rental services due for launch January 2025. Technology is final testing phase.
2 More Customer value and better experiences	<ul style="list-style-type: none"> • Launched new Customer management technology, including AI, in October 24. • Loyalty rewards program to be launched 1 January. Commencement of \$60m annual sell-through sales. • Introduce Consumer products into new industrials markets.
3 Build the best store network and in-store experiences.	<ul style="list-style-type: none"> • Instore presentation: upgrades and investment new formats. • New superstore format in Karratha opening December 24 after refurbishment.
4 Data, digital and automation.	<ul style="list-style-type: none"> • Simplifying work for our teams to make it easier to deliver a great customer experience.
5 Everyday Best Price.	<ul style="list-style-type: none"> • New hire of senior merchandising manager to lead supplier contracts and stock-flow optimisation.
6 Lower cost % to obtain a price and margin advantage.	<ul style="list-style-type: none"> • Making good progress towards our target of <3% fixed costs as a % of revenue by FY26. • New Human Resources Technology consolidating payroll and employee data into one centre.
7 Growing in Markets <i>Win in Commercial, Trade-professional and in Retail.</i>	<ul style="list-style-type: none"> • Created new Consumer business solutions team responsible for vertical and horizontal growth in addressable market. • Consumer products have commenced being sold through Industrial businesses.

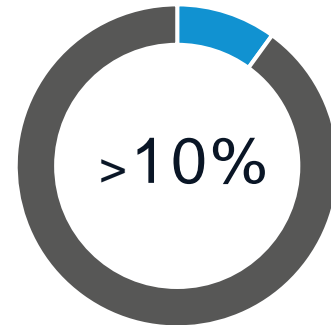


FY24 Margin 29.6% achieved...Margin expansion from exclusive products and own brands

Margin Expansion



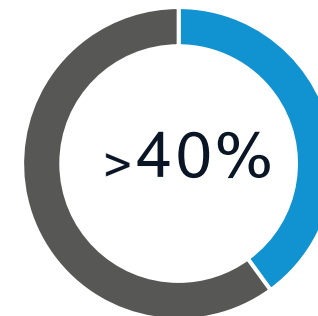
% of FY28 total sales



of revenue from exclusive products
and own brands

FY28 total sales goal >\$300m

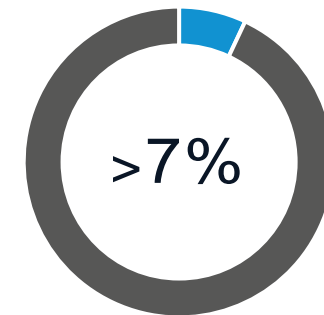
Margin on new sales



average Margin achieved from
exclusive and own brand sales

FY28 annual sales target >\$30m

Margin uplift on swap-outs

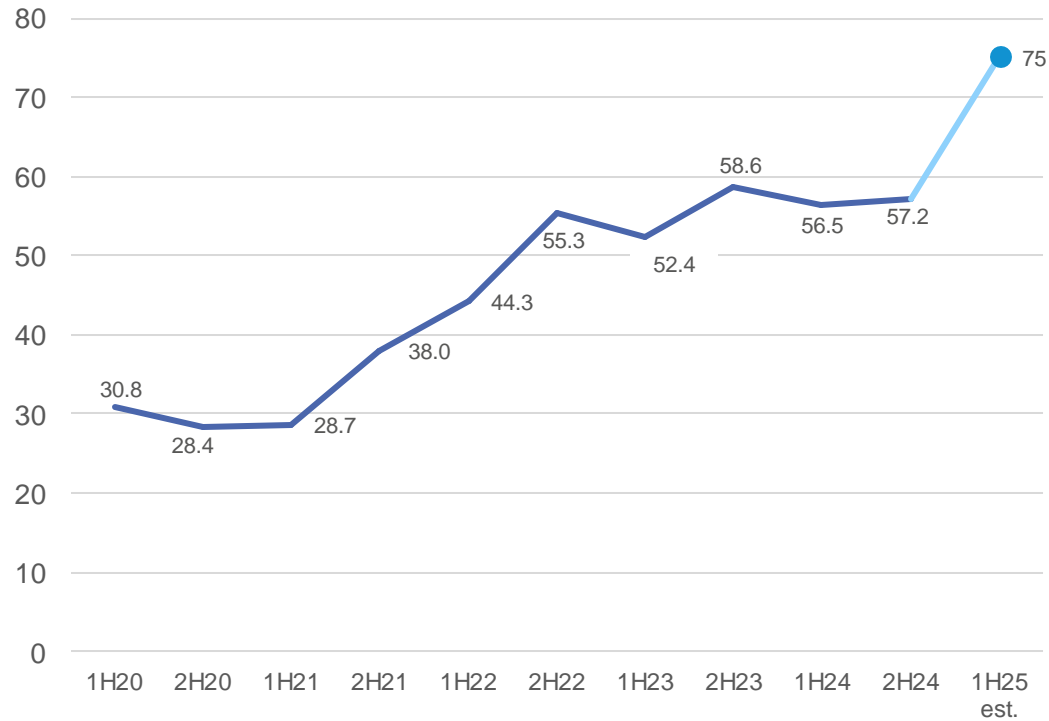


margin uplift on 'swap-outs' from
some current range to new exclusive
and own brands.

Identified annual sales of \$11 million

Half-by-Half (\$ millions)

Continuing Operations



\$71m – \$78m range
31 Dec 24

\$51.0m after 4 months



Revenue generated in the Industrial division historically delivers ~45% of full year revenue contribution in 1st half and ~55% in the 2nd half of each year.

Market

1

Slow but steady market.

Retail continues to be soft impacted by ongoing cost-of-living pressures.

Reporting season highlights in Australia and US reveal a trend of lower sales and modest organic growth, with margin improvements driven by well-managed companies.

Trading Update from 1 July to 31 October

2

Our business model and our value credentials is driving market share gains and continues to resonate with customers who are being impacted by ongoing cost-of-living pressures.

3

YTD revenue of \$51m, up 47%.

FY25 has started strongly with the contribution of Force Technology.

- Industrials business sales increased 3.8% like-for like, excluding stores closures.
- Consumer business, acquired in June 2024, delivered sales of \$15.9m, on plan with full-year forecast.
- Paid off fixed debt facility. \$1.0m paid 31 August 2024.

4

Margin levels good momentum in leading indicators:

Industrial solutions average daily margin 13% growth

Consumer average daily growth on plan.

Outlook

5

- Stealth forecasts FY25 year to outperform FY24 in sales, margin and profit.
- On track to reach our FY28 goal of \$300m+ in annual sales at 8% EBITDA.
- Immediate opportunities ahead to accelerate growth
- We remain committed to our goal of becoming Australia's market-leading alternative to the major players.
- We are building a platform for growth to capture adjacent growth opportunities

Our objective is to continue to create value for all our stakeholders.

We achieve this through responsible management, entrepreneurial initiative, sustainable operating practices, value-adding transactions and maintaining a long-term outlook.

We believe our success is measured by:

- Focused on delivering profitable growth over the long term.
- Delivering satisfactory return and long-term value to shareholders.
- Having the best, safe and healthy workplace for our people.
- Continuing to provide more customer value and better customer experiences.
- A comprehensive and innovative channel to market for our suppliers.
- Supporting the communities where we operate.

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