



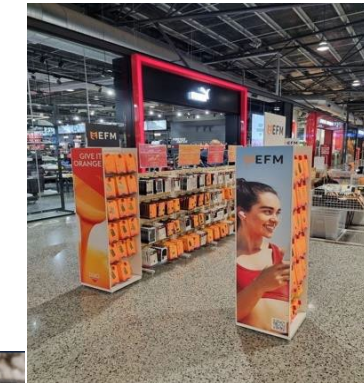
STEALTHGROUP
HOLDINGS LTD

An Australian Distribution Company
of Industrial, Safety, Automotive, Workplace & Consumer, Everyday Products.

Half-Year 2025 Results

Briefing Presentation

25 February 2025



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More detailed information regarding Stealth Group's 2025 Half-year results can be found in the Stealth 2025 Half-year Report incorporating Appendix 4D for the six months ended 31 December 2024.



01

Group Overview

OUR GOAL

We are a quality company to invest in.

To be Australia’s market-leading distributor for industrial, safety, automotive, workplace and consumer everyday products.

OUR PURPOSE

We're here to help provide businesses, trade-professionals and retail consumers, with products, made for everyone, used every day.

OUR REPUTATION

We want to be known for trust and excellence, benefiting shareholders, customers, suppliers, employees, and the communities we serve.

We deliver exceptional customer experiences by offering everyday products, through multiple channels across a diverse portfolio of high-quality businesses.

Our ongoing commitment is building and growing a thriving business with a long-term growth outlook, delivering value for all stakeholders.



Our objective is to deliver a satisfactory return to shareholders.



Focus on responsible management to deliver sustainable long-term growth.



Continuing to provide more customer value and better experiences.



Looking after our people and providing a place where people want to work.



Partnering fairly with suppliers, sourcing ethically and sustainably.



Acting with trust and integrity in our dealings.



Supporting the communities where we operate.

KEY FUNDAMENTALS

	24 Feb 2025
ASX Code	SGI
Website	stealthgi.com
Total shareholder return 1-year	+103%
Total shareholder return 3-year	+306%
Current Share Price	\$0.54
Total Shares	117,032,953
Market Cap (\$m)	\$63.2m
Industry Sector	Industrials

SHARE PRICE CHART



OUR BUSINESSES



BOARD OF DIRECTORS



We are a quality company to invest in.

Well-positioned in a period of significant momentum and gaining market share in a large, fragmented ~\$64Bn addressable market.

Overall, the company continues to go from strength to strength.

High growth company delivering record performance.

Diversified portfolio with a resilient wide-range everyday products offer that is resonating with more customers and taking market share.

Focused on opportunities to improve returns, strengthen the portfolio, developing growth platforms, and enhancing customer value.

Mid-term growth strategy to more than double current sales and profit by FY28 to \$300m, 8%+ EBITDA and 5% NPAT.

We focus on delivering long-term shareholder value by;

- Continuing to advance key growth opportunities.
- Building on clear competitive advantages.
- Providing more customer value and better experiences.
- Expanding market share and addressable markets.
- Investing in automating and digitising our operations, and
- Benefiting from productivity initiatives, including AI, technology, data.

Our Businesses...we operate in two segments

We are a distributor, a wholesaler and a retailer

Industrials Group



The Industrial Services Group is the leading distributor and a retailer of a wide-range of industrial, safety, automotive and workplace products and other related products and services Australia-wide, with approximately 200 team members and 57 industrial branches and independent operator stores serving commercial and trade-professionals of all types and sizes operating in various end-markets, and retail consumers in-store and online.



Consumer Group



Operate as a wholesaler and distributor of consumer technology accessories through approximately 3,310 retail reseller stores across Australia, employing 52 team members in Australia. Combining our own-label range with distributed brands, sales channels include convenience, FMCG, consumer electronics, telco, repairs, and pop-up stores that on-sell to their retail consumers.



OUR STRENGTHS

- Brands, wide range, best prices, best experience.
- Product range reflecting diverse customer needs, channels and markets.
- Large Store network and distribution channels Australia-wide.
- Expert team and unique customer culture.
- Scale enabling operating efficiency and low costs.



01

Group Performance

Strong results reflect a period of significant momentum in strategy and highlights the resilience of our diversified everyday products across quality portfolio of businesses.

Significant growth across most key metrics.



- Significant profit contribution, up 200% and maintained strong capital management.
- Strong operating performances in both industrial and consumer segments.
- Solid trading driven by repeat and new customers, higher average order values, and contribution of Force Technology acquired June 2024.

Results reflect strong execution on our strategy, market share gains and cost reduction.



- Achieved 7.0% EBITDA margin for the first time.
- Delivered 14.6% EBITDA margin on \$14.97m incremental revenue, highlighting the scalability of our cost base.
- Reduced cost of doing business from 24.4% to 22.5% of revenue demonstrating operating leverage as the business scales.

Performance highlights the resilience of our diversified portfolio and everyday products offer.



- Established a two-division structure that is performing very well.
- Both divisions are demonstrating strong value propositions that are resonating with customers and suppliers.
- Key strategic investments made in technology, productivity, store refurbishments, supply chain.
- Digitising operations, rightsizing measures and benefitting from productivity gains.

Looking ahead 2H25 & beyond

- New exclusive product agreements are imminent, that will significantly enhance our portfolio, expand market share, and improve margins.
- Tracking to plan across all our long-term strategic goals.
- On track to reach our FY28 goal of \$300m+ in annual revenue, at 8% EBITDA and at 5% NPAT.

Revenue

up 27% to

\$71.5m

\$73.5m gross sales.

NPAT

up 249% to

\$1.6m

exceeding full-year 2024 result.

Operating cash flows

down 3% to

\$2.8m

and up 8.8% before interest costs

EBITDA

up 78% to

\$5.0m

7% of revenue. A company first.

EPS (cents per share)

up 202% to

1.36

Cash balance

up 18% to

\$10.4m











The company has outperformed across most key metrics.

- Record performance with NPAT for the HY exceeding full-year 2024 profit.
- Superior shareholder returns with 1-year TSR of 103%
- Results reflect strong execution from quality businesses and our core everyday products offer resonating with more customers.
- Taking market share and expanding addressable markets, suite of new contracts and renewals commencing in 2H25.
- Maintained strong balance sheet settings.

Progress on strategy...additional 2025 half-year achievements.

Strategic Integration	<ul style="list-style-type: none">Force Technology, acquired in June 2024, has been successfully integrated to form a new Consumer division.
Customer Value	<ul style="list-style-type: none">Over 95% of orders now come from repeat customers.Average order value per active customer increased 24.7%, with like-for-like Industrial sales growing 8.8% on a pcg basis.Loyalty rewards program to members was launched in December. \$60m annual new sales opportunity.
Operational Efficiency	<ul style="list-style-type: none">Average order value per employee rose 33.6%, driven by scale, efficiency gains, and targeted systems investments.
Stores	<ul style="list-style-type: none">Company instore investment in upgrades in Karratha and Brisbane.Retail resellers supported by the December 2024 launch of a new own-label mobile accessories range.
Productivity & Digital	<ul style="list-style-type: none">Launched AI-powered Customer Management System now processes over 95% of industrial customer interactionsResponse times improved by 64% and reducing customer care costs.
Exclusive Brands	<ul style="list-style-type: none">New core strengths around direct factory sourcing, including Hong Kong Office.Exclusive products now account for approximately 5% of total revenue, target is >10% delivering higher-margins.The launch of the new own-label mobile accessories range “DullCo” in select IGA Western Australia stores from late 2024.New exclusive brand contracts imminent. Launch dates before 30 June 2025.
New Services	<ul style="list-style-type: none">New Hire business due for launch in 4Q25. Technology is final testing phase.

Divisional highlights...deep dive.

INDUSTRIAL DIVISION			CONSUMER DIVISION	BRANDS	HIRE BUSINESS
01	02	03	04	05	06
Business & Trade.	Trade & Retail.	Wholesale.	Retail & Business.	Exclusive, Own-label & Private-label brands.	Hire business
					
<ul style="list-style-type: none">• Performance highlights the resilience of its offer with growth in large and mid-size customers.• Taking market share, suite of new contracts and renewals to benefit 2H25.• Ongoing supplier consolidation driving efficiency and buying power.• Growth in both new and repeat customers, and higher average order values (AOV)• Launched new AI driven customer management system bringing productivity benefits, mitigating cost pressures, and enhancing customer value.• Streamlined operations by closing the Port Hedland company store, six on-premises customer stores reflecting \$4.5m closed sales in 1H25 without impacting profit.	<ul style="list-style-type: none">• Benefited from productivity initiatives integrating four brands into one system and process.• Continued rightsizing with 5 member stores exiting, reducing sales by \$0.3m in 1H25 (\$1.2m annually) without impacting profit.• Strong value proposition and unique product ranges upcoming to win more customers.• Ongoing improvements to the omnichannel offering.	<ul style="list-style-type: none">• Wholesale division for exclusive and own range.• New online technology platform launched.• Strong focus productivity initiatives .• Loyalty rewards membership program launched.• Developing a retail reseller network.• Continued investment in exclusive and own-label range for margin uplift.• New brand ranges upcoming in 2H25.	<ul style="list-style-type: none">• Integrated acquisition of Force Technology, during 1H25.• Performed well contributing with market-leading offers highlighting the resilience of the offer• Growth in both new and repeat customers, and higher average order values (AOV)• Growth driven by repeat and new sales with major chains such as JB Hi-Fi, 7/11, Officeworks, Coles, Vodafone, and Telstra.• Taking market share, suite of customer wins to benefit 2H25.• Expect significant market share gains.	<ul style="list-style-type: none">• Range innovation and expansion driving demand.• Launched new own-label mobile accessories range “DullCo” late 2024.• Expanded EFM own-label brand range into new channels.• Expanded private-label range for 7/11 and Coles.• New exclusive brand distribution arrangements imminent.• The benefits of these investments will be embedded in the future results. <div></div>	<ul style="list-style-type: none">• Technology build due for completion in 2H25.• Product range selected.• 20 new ‘store-in-stores’ to open before 30 June

02

Financial Performance

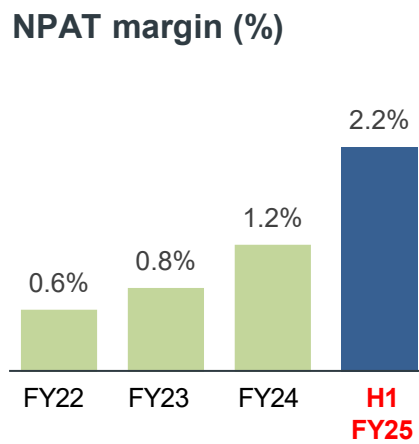
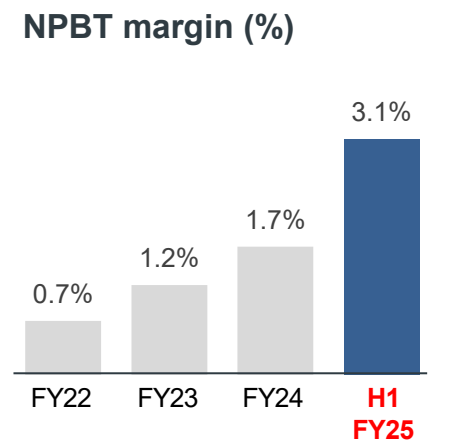
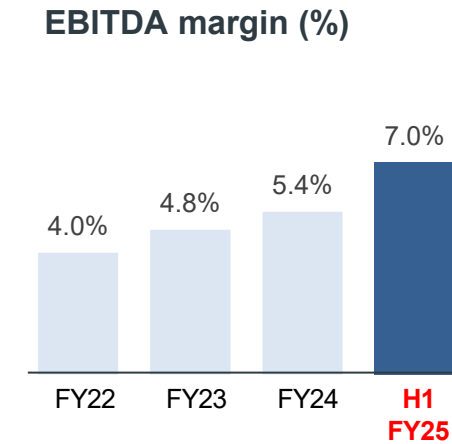
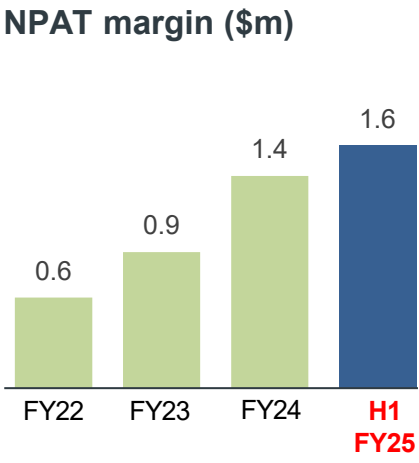
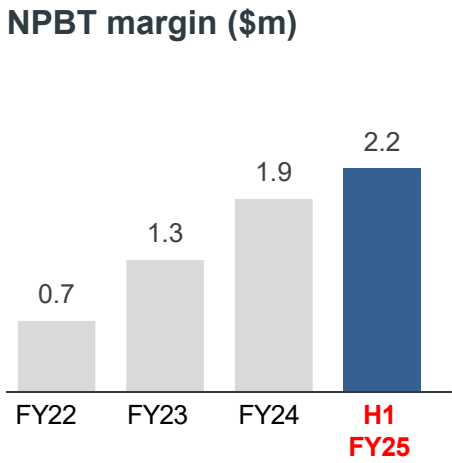
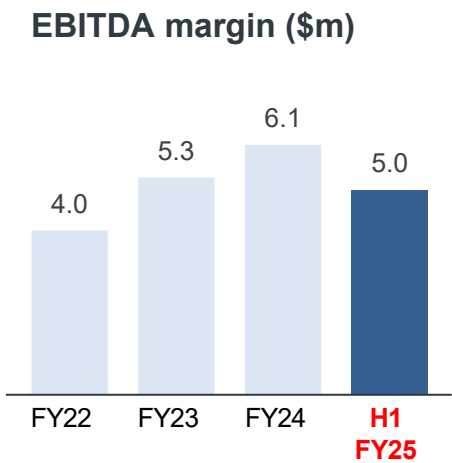
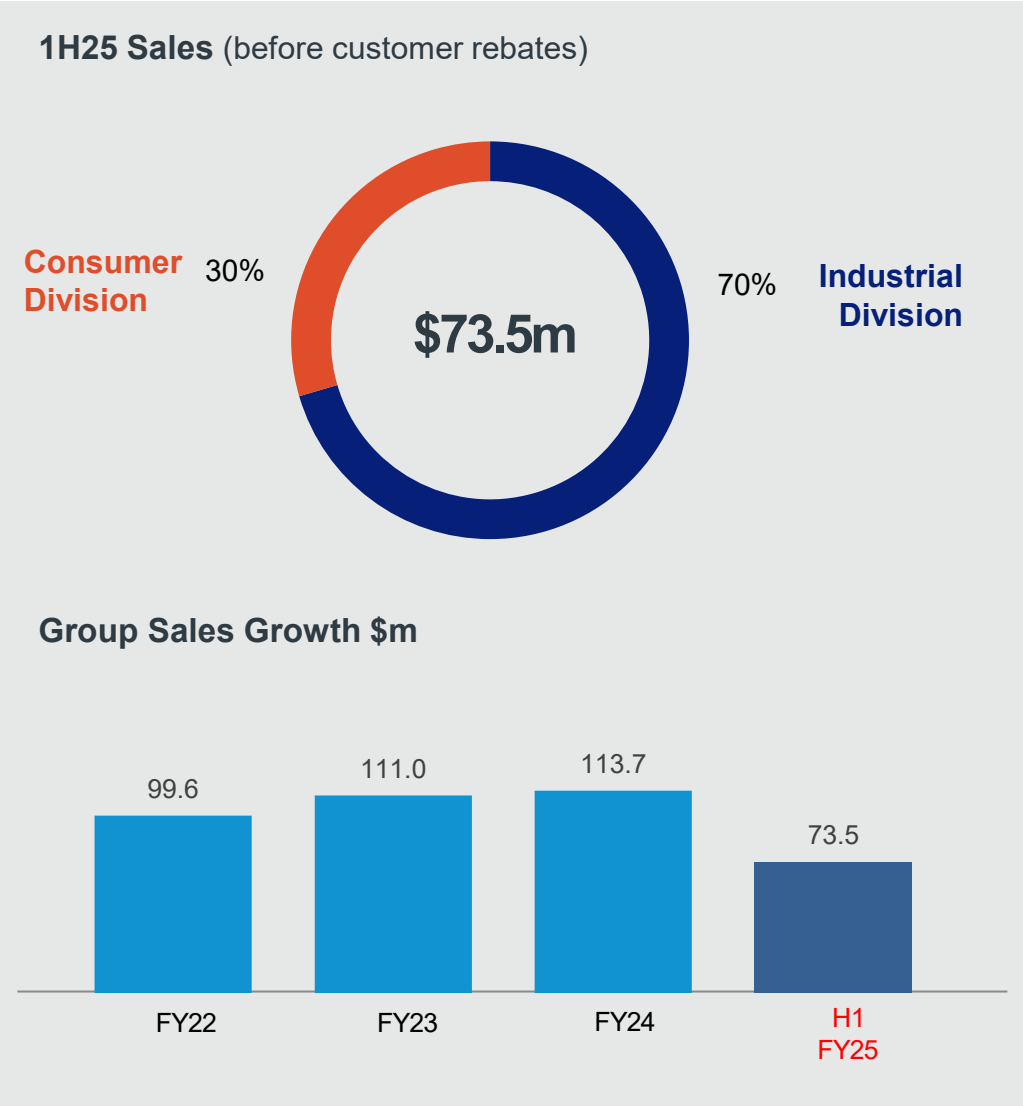
Group Performance Summary.

Year ended 31 December 2024 (\$millions) unless shown otherwise	1H25	1H24	Variance %
Key financials			
Sales	73.54	56.50	30.2
Revenue	71.47	56.50	26.5
Gross profit	21.04	16.60	26.7
Earnings before depreciation, amortisation, interest and tax	4.97	2.79	78.1
Earnings before interest and tax	3.29	1.38	138.4
Net profit after tax	1.58	0.45	249.2
Basic earnings per share (cps)	1.36	0.45	202.2
Financial measures (as a % of revenue)			
Gross margin	29.44%	29.39%	0.2
Cost of doing business	22.49%	24.44%	(8.0)
EBITDA	6.96%	4.95%	40.6
NPAT	2.22%	0.80%	177.5
Return on capital employed (%) ¹	18.75%	12.16%	54.2
Cash			
Operating cash flows	2.83	2.92	(3.1)
Net capital expenditure	(1.27)	(0.52)	144.2
Free cash flows	1.56	2.40	(35.0)
Cash and cash equivalents	10.40	8.83	17.8
Balance sheet and credit metrics	31 Dec 2024	30 June 2024	
Net assets	21.50	20.37	5.5
Inventory	22.05	21.73	1.5
Net financial debt	11.02	10.82	1.8
Net debt to EBITDA (x)	1.11x	1.77x	(37.3)

¹. Return on capital employed is earnings before interest and tax (EBIT) / capital Employed. EBIT is for six-month reporting period annualised. Capital employed as of half-year reporting period end.

Performance Analysis – Sales and Profit

Our strong performance is converting into growth in profit enhanced by scale.



Note: Refer to the Company Appendix 4D financial statement for more information

Divisional & Product Segment Sales Performance.

SUMMARY RESULTS TABLE

Half-year ended 31 December (\$millions)	1H25	1H24	Total growth(%)
Industrial (revenue)	51.71	51.70	0.0
Industrial (revenue) (store closures) ¹	0.00	4.80	n.m
Consumer (sales)	21.83	0.00	n.m
Total sales	73.54	56.50	30.2
Product segment sales			
Distributed products	56.24	50.63	11.1
Exclusive & own-label brands	12.80	0.93	1276.0
Charge-through sales	4.50	4.93	(8.7)
Network expansion			
Number of network store outlets (Industrial)	52	58	(6)
Number of onsite customer stores (Industrial)	1	7	(6)
Number of reseller stores (Consumer retail)	~3,310	0	n.m

¹ Store closures comprise Port Hedland company store, six on-premises customer store closures across Perth, Kalgoorlie, Brisbane, Mackey and Emerald, and five independent member stores.
n.m. reflects not meaningful due to denominator or numerator equalling zero.

COMMENTARY

- Maintained **solid performance within Industrial division**, demonstrating the resilience of its offer with sustained sales growth in the large customer segment.
- **Streamlined operations** by closing Port Hedland company store, six on-premises customer stores, and five independent member stores, resulting in a \$4.8 million reduction (\$10.8m annually) in like-for-like sales compared to 1H24, without impacting profit.
- **Consumer growth** was driven by repeat and new sales with major chains such as JB Hi-Fi, Officeworks, 7/11, Coles, Vodafone, and Telstra, along with the launch of the new own-label mobile accessories range “DullCo” in select IGA Western Australia stores from late 2024.
- The **acquisition of Force Technology** has significantly expanded:
 - the Group’s network, adding over 3,310 new retail reseller locations to the Consumer division; and
 - Sales from exclusive and own-label brands.

COMMENTARY

- **Group operating cash flows** increased 10.4% before tax, interest, and transaction costs. After these items, operating cash decreased by 3.1% to \$2.83 million. achieving a cash conversion ratio of 79.3%. Positive influences included:
 - Strong working capital management, including customer receipts and supplier payment arrangements.
 - Reduction to cost of doing business expense base as % of revenue.
 - Overall inventory health is strong, increasing \$0.3m for customer needs.
- **Group capital expenditure** of \$1.27m which is inline with FY25 guidance.
 - Reflects \$0.91m in technology platforms, \$0.36m store & office upgrades.
- **Free cash flows** of \$1.56m.
 - Reflects higher operating cash flow, partially offset by the impact of cash consideration relating to investments and working capital for new product launches.
- **Net cash** movement decreased \$0.84m
 - Reflects repayment of \$1.02m in fixed debt and dividend payment of \$0.62m.

NET WORKING CAPITAL CASH MOVEMENT

\$millions	31 Dec 2024	31 Dec 2023
Statutory EBITDA	4.97	2.79
Operating cash flow	3.94	3.57
Interest	(0.97)	(0.57)
Transaction/ growth/ rightsizing costs	(0.11)	(0.09)
Tax	(0.03)	0.00
Operating cash flow after interest, transaction & tax	2.83	2.92
Growth capital expenditure – network expansion	(0.11)	(0.00)
Sustaining capital expenditure	(0.25)	(0.10)
Intangible assets	(0.91)	(0.41)
Gross capital expenditure	(1.27)	(0.52)
Proceeds from sale of assets	0.00	0.00
Free cash flow	1.56	2.40
Gross acquisition expenditure	0.00	0.00
Net repayment of borrowings repayments (acquisitions, working capital, lease repayments)	(0.68)	(1.30)
Dividend paid	(0.62)	0.00
Net cash movement	0.26	1.10
Opening cash on hand	10.15	7.73
Closing cash on hand	10.40	8.83

Group Balance Sheet and Debt Management.

SUMMARY

\$millions	31 Dec 2024	30 Jun 2024
Working capital		
Cash	10.40	10.15
Trade and other receivables	17.65	19.16
Inventories	22.05	21.73
Other current assets	2.02	0.81
Sub-total	52.12	51.85
Trade payables	(25.34)	(25.62)
Current borrowings - working capital	(10.71)	(9.20)
Net working capital investment	16.07	17.03
Property, plant and equipment	2.43	2.42
Intangible assets	19.39	17.96
Other non-current assets	1.30	1.39
Borrowings for acquisition funding	(10.67)	(11.69)
Deferred settlements and finance leases	(2.54)	(2.58)
Provisions and other liabilities	(4.29)	(3.87)
Net strategic capital investment	5.62	3.63
Right of use assets – AASB 16 property	10.24	11.58
Lease liabilities – AASB 16 property	(10.43)	(11.87)
Net assets	21.50	20.37

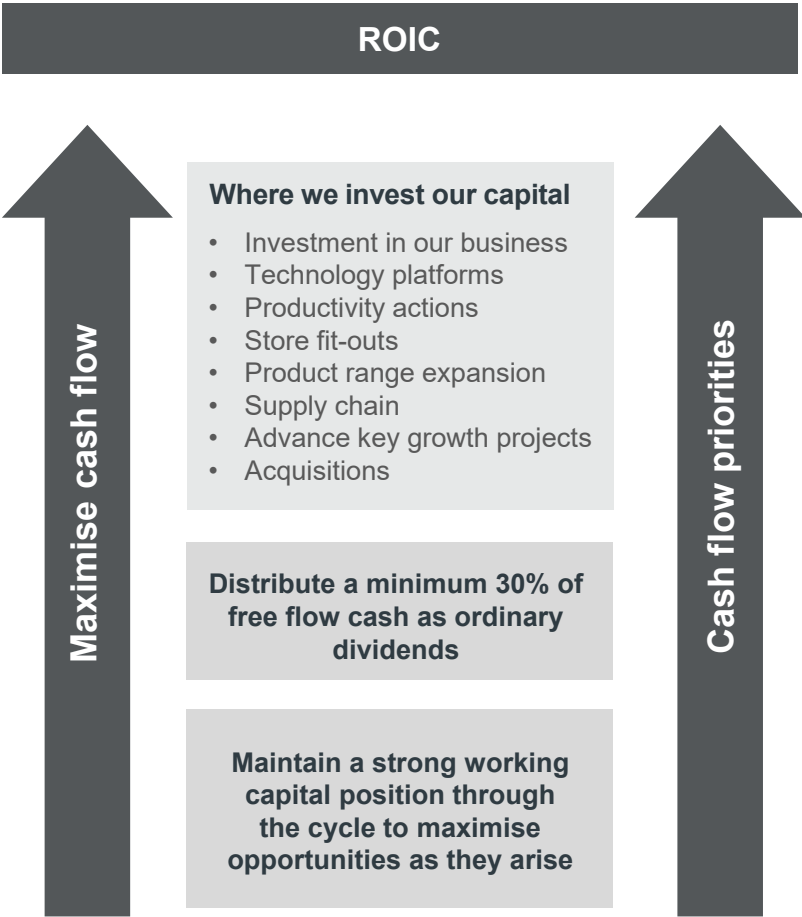
COMMENTARY VS. PRIOR PERIOD (PCP)

- **Strong capital management**
 - Record cash balance of \$10.40m
 - Committed unused bank facilities available of \$5.67m.
- **Continued focus on balance sheet and cost of funds**
 - Weighted average cost of debt of 6.4% for the half (FY24: 6.2%, 1H24: 6.0%)
 - Impact of interest cost increases \$0.84m on annual basis
- **Foreign currency** hedging gain of \$0.52m, which relates to overseas purchases by the Consumer division.
- **Net financial debt position** of \$11.02m as at 31 December 2024, compared to \$10.82m as at 30 June 2024.
- **Intangible assets increased** \$1.43m, reflecting \$0.92m investment in technology, digitisation and productivity initiatives less \$0.30m amortisation costs, and \$0.81m goodwill on acquisition of Force Technology in June 2024.
- **Debt reduction milestone:** final fixed debt payment of \$1.02m was made in Aug 24.

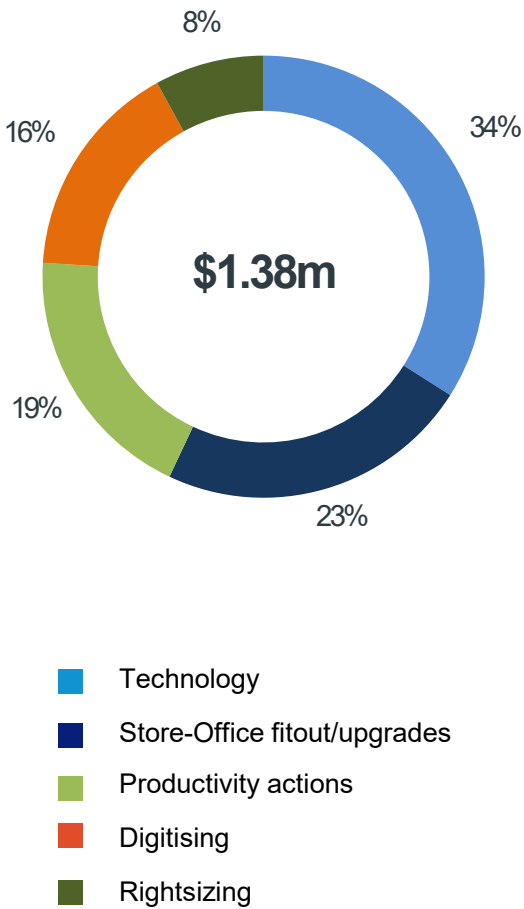
Key Measures	31 Dec 2024	30 Jun 2024
Return on capital employed (ROCE)	18.8%	9.6%
Net working capital ¹ as % of revenue	10.0%	13.4%
Net Debt \$	\$11.02m	\$10.82m
Net Debt : EBITDA ratio	1.1x	1.8x
Leverage ratio (<i>Net Debt / Net Debt + Equity</i>)	33.9%	34.7%

Our capital management framework supports investment in our business and to deliver a satisfactory return to shareholders over the long-term.

Capital management framework

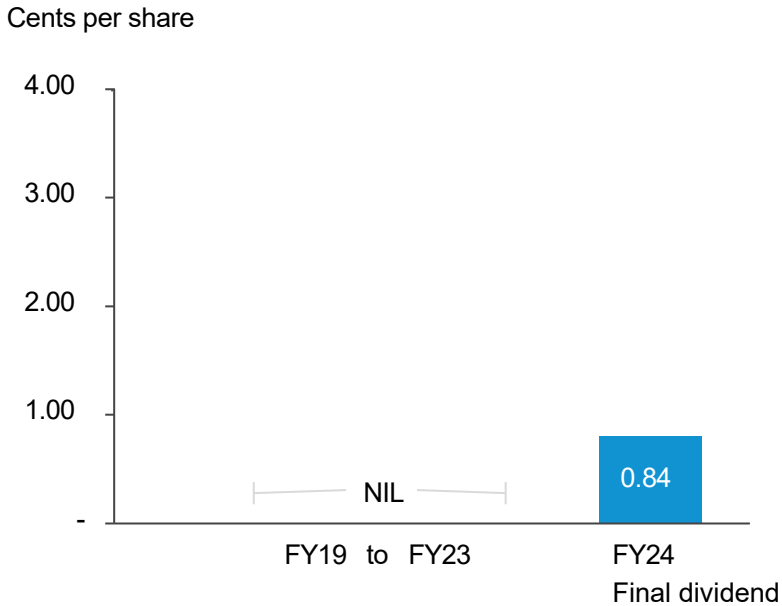


Capital allocation and rightsizing costs



Shareholder returns

SHAREHOLDER DISTRIBUTIONS



- Dividend total amount was \$0.97m
- Dividend investment plan (DRP) was taken up 36%
- Dividend cash payment of \$0.62m paid on 24th October24

Note: Refer to the Company Appendix 4D financial statement for more information

Notes: Shareholder returns refers to dividends declared in respect of each period and paid during each period.

03

Trading Update & Outlook




Stealth is well-positioned to outperform in a period of significant momentum, capitalising on emerging opportunities.

- Our 1H25 net profit has surpassed the full-year performance of FY24.
- Growth has continued into the first 8 weeks of 2H25, with revenue up 33.9% on same period 1H24.
- We maintain our FY25 NPAT margin guidance of 1.5%–3%
- Net capital expenditure for FY25 is estimated between \$1.8 million and \$2.2 million, investment in digital, automation, store upgrades, market expansion, hire services, range, and additional store development.
- Opportunities being pursued to continue to grow the addressable market and customer participation through new ranges, network optimisation, commercial strategies and digital channel growth
- Actively negotiating new exclusive product agreements to significantly enhance our portfolio, expand market share, and improve margins.



Our strategy is to take advantage of “a period of significance” and continue to execute growth opportunities.

Period of significant momentum.	FY2028 mid-term goal	Growth catalysts
<ul style="list-style-type: none">Well-placed diversified portfolio.Overall, well-positioned to deliver long-term shareholder value by executing on growth opportunities, strengthening existing divisions, expanding market share and leveraging clear competitive advantages in its everyday product offer.Despite ongoing economic challenges and cost pressures, demand for our products and services remains robust across all end-markets.	<ul style="list-style-type: none">We remain on track to reach our FY28 goal of \$300m+ in annual sales at 8% EBITDA and NPAT margin of 5%.	<ul style="list-style-type: none">Strong, value-based offers focused on everyday products across high-quality portfolio of businesses.New exclusive product agreements.Ongoing digitisation of operations.Launch Hire tool and equipment business.Penetrating existing and new market channels.Expand store network, retail resellers and Online marketplaces.Evolving our distribution model.Launch customer loyalty benefits program



04 Questions

05

Supplementary Information

FINANCIAL Supplementary Information



2025 Half-Year Group Income Statement

1H25 record performance across revenue and profitability measures, demonstrating continued growth and resilience as Group executes on its strategic objectives.

SUMMARY RESULTS

\$millions	31 Dec 2024	31 Dec 2023	Variance %
Sales	73.54	56.50	30.2
Revenue	71.47	56.50	26.5
Gross profit	21.04	16.60	26.7
Cost of doing business (CODB)	(16.07)	(13.81)	16.4
EBITDA	4.97	2.79	78.1
Depreciation and amortisation	1.68	1.41	19.1
EBIT	3.29	1.38	138.4
Finance costs	1.06	0.68	55.9
Profit before Tax (PBT)	2.23	0.70	218.6
Income tax expense	0.65	0.25	160.0
Net Profit after Tax (NPAT)	1.58	0.45	249.2 ¹

¹ Variance percentage is based on whole figures, not rounded.

COMMENTARY VS. PRIOR PERIOD (PCP)

- Record revenue for the seventh consecutive year since listing in FY19.
 - Sales increased 30.2% to \$73.54m and revenue by 26.5% to \$71.47m.
- Gross profit increased 26.7% to \$21.04m, up from \$16.60m.
 - Reflects new revenue activity contributed by the Consumer division.
 - Margin of 29.44% has increased slightly compared to 1H24 (29.39%).
- EBITDA of 7.0% for the first time.
 - EBITDA increased 78.1% to \$4.97m, with an EBITDA margin of 7.0%, achieving the 7.0% level for the first time.
 - 14.6% EBITDA margin was achieved on incremental revenue of \$14.97m, reflecting scalability of the cost base.
 - Cost of doing business was reduced from 24.4% to 22.5% of revenue, equating a \$1.40m reduction as the efficiency from scale continues to build.
- Finance cost movement reflects working capital requirements for Force Technology, acquired in June 2024, and new to 1H25 period.
- NPAT and EPS record.
 - NPAT of \$1.58m, up 249.2% on 1H24, NPAT of 2.2% of revenue, up from 0.8%.
 - Earnings per share (EPS) of 1.36 cents, up 202.2% from 0.45 cents per share pcpc.

Historical half-year results table

In \$ millions unless otherwise stated	1H25	2H24	1H24	2H23	1H23
Revenue (continuing)	71.47	57.18	56.50	58.57	52.42
Gross profit	21.04	17.06	16.60	17.36	15.19
EBITDA	4.97	3.29	2.79	3.01	2.26
EBIT	3.29	1.87	1.38	1.52	0.80
PBT (continuing)	2.23	1.15	0.70	0.94	0.32
NPAT (consolidated) ¹	1.58	0.91	0.45	0.60	0.30
Basic earnings per share (cps) (consolidated) ¹	1.36	0.76	0.45	0.60	0.31
Return on capital employed (%) ²	18.8%	11.1%	12.2%	13.0%	6.2%
Operating cash flows	2.83	3.33	2.92	5.08	1.77
Net capital expenditure	(1.27)	(1.03)	(0.52)	(0.72)	(0.57)
Free cash flows	1.56	2.30	2.40	4.36	1.19
Net financial debt	11.02	10.82	5.82	7.24	10.05
Net debt to annualised EBITDA (x) ³	1.11	1.64	1.04	1.21	2.19

1. Includes discontinued operations (2H24)

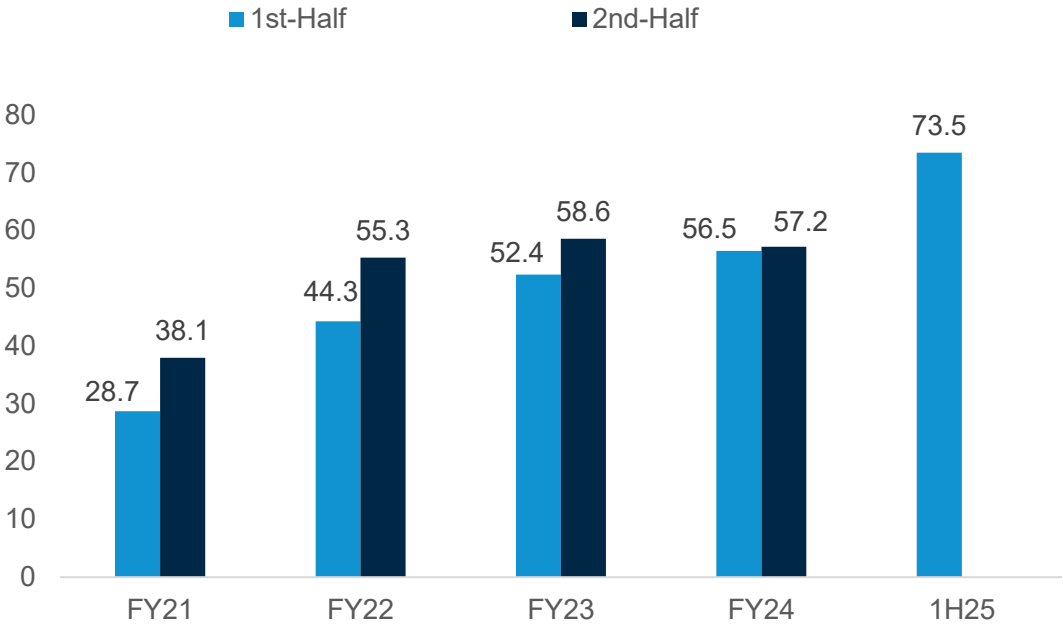
2. Return on Capital Employed is Statutory EBIT / Capital Employed. Statutory EBIT is EBIT for six-month reporting period annualised. Capital employed as of half-year reporting period end.

3. Net Debt to Statutory EBITDA. Net Debt as of period end. Statutory EBITDA is EBITDA for six-month reporting period annualised.

Half-year growth history in sales and gross profit.

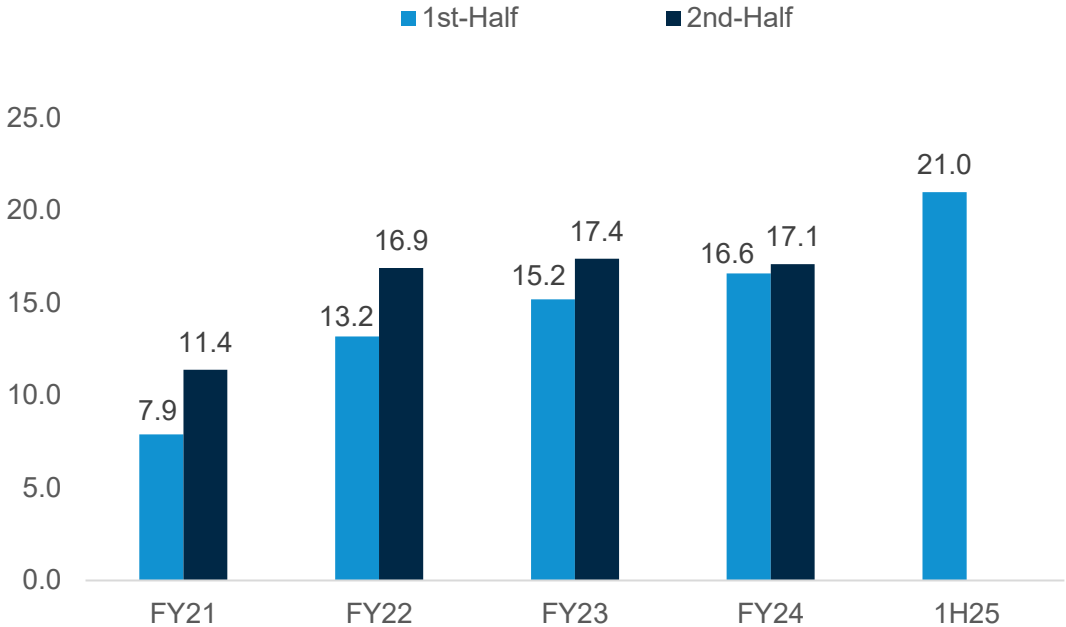
Sales

(\$ millions)



Gross Profit

(\$ millions)



STRATEGY

Supplementary Information



Our 9-step FY28 strategic growth plan

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



Proving a total workplace solution.



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.



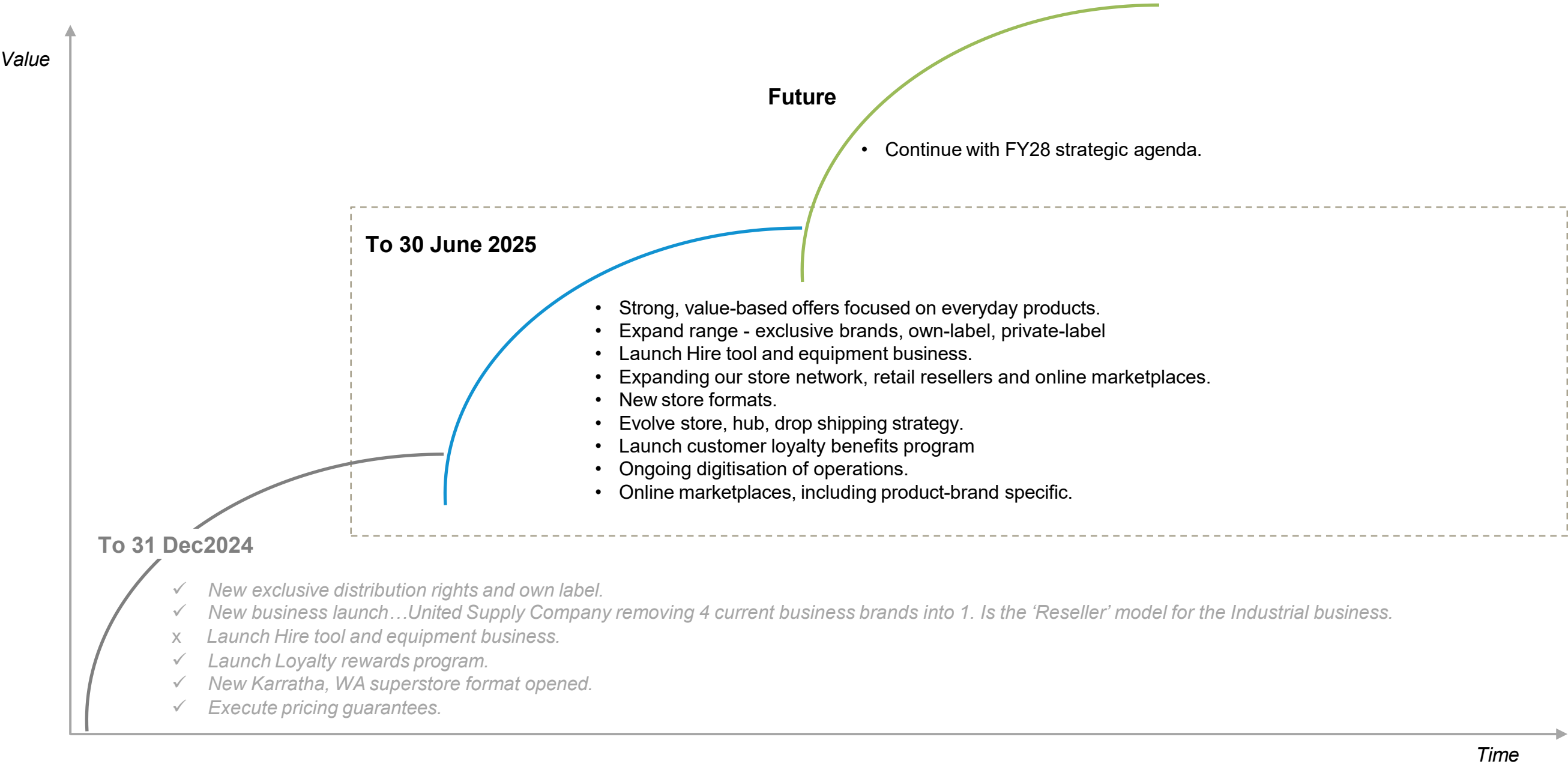
Simplicity and efficiency through Data, digital and automation.



Supply chain optimisation
Drive efficiencies and increase productivity.

Horizon Map...what's next in the FY25 growth agenda

Updated January 2025



Increase revenue, improve margins through operational efficiency and cost reduction while ensuring scalability and sustained growth.

CREATE THE VALUE UPSIDE

Business model

Frequently renew our business to respond to shifting customer and external environments.

Performance-focused

Become faster-to-market, more flexible, and more innovative.

Ecosystem-driven

Participate in ecosystems to gain access to value through new data, insights, customers, and markets.

Building and Retaining the Best Team

Looking after our people and providing a safe and healthy work environment.

ENHANCE OUR OPERATING MODEL

Transaction-efficient

Reduce the time and resources needed to do business both inside and outside the organization.

Limitless-boundary

Create network, products and service partnerships to close operating-model capability gaps.

Simplify

Modernise across the back-, middle-, and front-office for improved employee and customer experiences.

API and AI

Support connectivity, integration, communication and value creation, inside and out.

Decision-smart

Leverage data science and advanced analytics to improve consequential decision-making.

KEEP TRANSFORMING

Brand range

Strategy of own brand ranges and direct sourcing capabilities where it makes sense. New ranges to attract new customers and increasing visitation.

Totally committed

Prioritise and invest in top-to-bottom, end-to-end transformation.

Landscape

Recognise and respond to risks and opportunities across the broad business landscape.

Laser-focused

Target the distinctive activities that drive competitive advantage.

Additional Company information



We are a quality company to invest in

Stealth Group Holdings is a leading Australian distribution company, providing a wide-range of industrial, safety, automotive, workplace and consumer products and solutions **to businesses, trade-professionals and retail consumers** through an omni-channel model incorporating a large sales force, contact centres, physical stores and online.

Stealth **operates two divisions**, Industrial and Consumer, that collectively has over **200,000 products in-stock on sale** in stores and distribution centres from hundreds of suppliers. In addition, it sources on customer demand, more than 300,000 non-stocked products from its suppliers.

The business also runs an innovative **drop-shipping model** whereby products are sent directly to customers by suppliers, enabling faster delivery times and reducing the need to hold inventory, allowing for a larger product range.

The large product offer is complemented by an **exclusive brand range and own label range** which is sourced directly from overseas suppliers.

Stealth also offers **various services and solutions** to business & trade customers including bespoke product ranges, design-manufacturing-procurement, inventory management, hire-rental services, and onsite solutions by a dedicated support team.

Stealth Group's **registered office** and principal place of business is Level 2, 43 Cedric Street, Stirling, Perth, Western Australia and is listed on the **Australian Securities Exchange under the code SGI**.

Quick Facts.

2014	Established.
2018	Listed for trading on the Australian Securities Exchange.
254+	Team members (as of publication).
51+	Network of Industrial store locations across Australia.
3,310+	Retail reseller stores across Australia.
200,000	Products held in our stores, branches and DC's.



Company Banners and Our Exclusive Brands.

Company Banners	<div>Industrial</div> <div><div>HEATLEYS</div><div>SAFETY • INDUSTRIAL • AUTOMOTIVE</div></div> <div>UNITED SUPPLY CO</div> <div>1 HIRE ONE</div> <div>TMD</div> <div>TRADE MEMBER DIRECT</div> <div>MAX</div> <div>REWARDS</div> <div>ISG</div> <div>INDUSTRIAL SUPPLY GROUP</div> <div>UNITED TOOLS</div> <div>C & L</div> <div>TOOL CENTRE</div> <div>ETW</div> <div>TOOLSPAREPARTS.COM.AU</div> <div>Tool Spare Parts Online</div>
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Consumer

FORCE

Technology

Taking our everyday INDUSTRIAL products offer to multiple sectors.

BUSINESS CUSTOMERS

- Mining and Resources
- Mining Services
- Infrastructure
- Construction/Building
- Manufacturing
- Engineering
- Transportation and Logistics
- Energy and Utilities
- Renewable Energy
- Oil & Gas
- Agriculture and Forestry
- Marine and Shipbuilding
- Food and Beverage
- Chemical
- Automotive
- Rail and Infrastructure
- Printing and Packaging
- Waste Management
- Telecommunications
- Facilities Management
- Plant Maintenance
- Healthcare
- Government
- Trade-Professionals

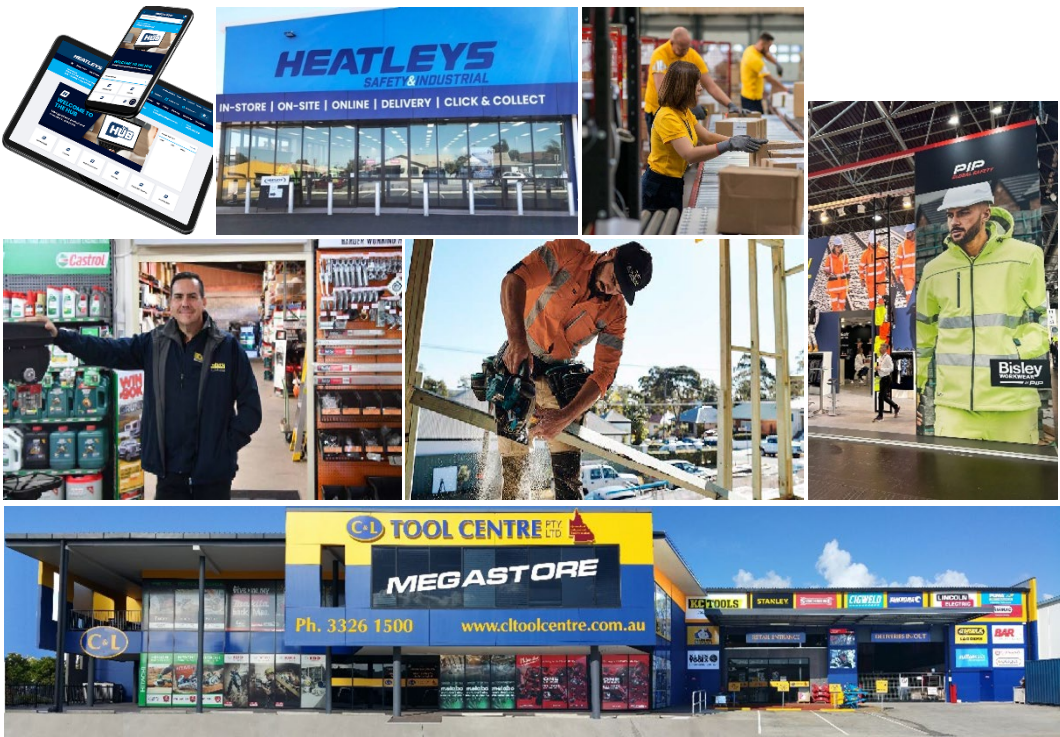
TRADE PROFESSIONALS

- Electricians
- Plumbers and Gas Fitters
- Landscaping and Gardening
- Vehicle Repair / Mechanics
- Builders
- Bricklayers
- Roofers and Tilers
- Flooring Installers
- Plasters
- Painters and Decorators
- Carpenters
- Concreters
- Stonemasons
- Cabinetmakers
- Window Fitters
- Glaziers
- Scaffolders
- Boilermakers
- Welders and Metal Fabricators
- HVAC Technicians
- Equipment Operators
- Service Technicians

GOVERNMENT

- Local Council
- Hospitals
- Emergency Services
- Infrastructure
- Energy and Utilities
- Transportation

77% of total sales are generated from mining, resources, mining services, infrastructure, construction, manufacturing, transportation and trade sectors



High Quality Customer Base..... >90% of the products we sell to our customers are non-discretionary items.

Taking our everyday CONSUMER products offer to multiple sectors.

CHANNELS AND SECTORS

- Convenience / FMCG
- Consumer Electronics
- Corporate and Business Sectors
- Commercial & Trade
- Telecommunications
- E-commerce
- Online Marketplaces
- Hospitality and Travel
- Automotive
- Transportation, Logistics and Delivery Services
- Healthcare and Pharmaceuticals
- Education – Schools, Universities, and Students.
- Entertainment and Media
- Sports and Fitness
- Fashion and Lifestyle
- Gaming
- Telecommuting/Remote Work
- Photography and Videography
- Fitness and Outdoor Retail
- Events and Conferences

CUSTOMERS

The retail reseller store network consists of +3,310 locations Australia-wide.

Growth is driven by repeat and new sales with major chains such as JB Hi-Fi, Officeworks, 7/11, Coles, BigW, Vodafone, and Telstra, along with independent operators including, IGA, PTC mobile repairs, Mobile Experts, Happy Tel and Phone King.

RANGE OF BRANDS WE SELL

own-label, exclusive range and private-label.



Our framework encompasses quality assurance, APCO initiatives, supply chain solutions, and robust DC scale and capabilities, ensuring operational excellence and sustainable growth.



Ethical compliance
– BSCI, SA8000, SMETA

We only work with partners who demonstrate corporate social responsibility, fair treatment of workers and industry compliant workplace standards.



Independent testing

We partner with Intertek, a global independent total quality assurance provider, for product testing and pre-shipment inspection to ensure our products meet and exceed industry standards.



Technical compliance – ISO 9001, ISO 9002

Our partners are globally certified for the quality management system within organisations in design, development, production and service management.



Environmental compliance – ISO 14001, APCO

Our partners are globally certified for the environmental management system (EMS) within organisations to measure and improve environmental impact. We are an active member of APCO which aims to achieve 100% recyclability of packaging nation-wide.

We recognise that through our manufacturing and distribution, we have an impact on the environment. Packaging waste is a major problem – 6 million tonnes of it discarded every year by AUS households alone (much of it, of course, ending up in landfill). By changing our packaging materials with better materials, we are working towards 100% bio-degradable packaging and taking action to educate our consumers toward sustainable society.



100% Recycled Packaging
APCO approved





Last Page