



Stealth Launches New Consumer Brand 'RIVO' in Convenience Channels.

Stealth Group Holdings Ltd (ASX: SGI) is pleased to announce the upcoming launch of **RIVO**, a new consumer own-label brand designed to deliver essential consumable products through high-traffic convenience retail channels including petrol and convenience outlets, department stores, supermarkets, speciality retailers, independent retailers, and pop-up stores. The rollout will commence through leading outlets including Big W and 7-Eleven.

The first product category under the **RIVO** brand will be **RIVO SAFETY**, developed in collaboration with **PIP Global Safety**, one of the world's leading manufacturers of personal protective equipment. This partnership combines global manufacturing excellence with Stealth's national market access and retail expertise, marking a strategic expansion of the Group's Consumer Division.

RIVO SAFETY offers a head-to-toe range of safety and light industrial essentials, including:

- **Workwear:** Tradie workwear, socks, beanies, and caps.
- **PPE:** Eye, hearing, and hand protection.
- **Safety:** First aid kits, hydration, and sun protection.
- **Hardware:** Tape measures, restraints, adhesive tapes, torches, padlocks, and small tools.

With the tagline "**Keeping You Moving**," **RIVO** is built for convenience and reliability — ensuring Australians can access durable, essential products wherever and whenever they need them, from the worksite to the weekend.

The brand's launch aligns with Stealth's broader growth strategy of **introducing own-label brands**, to scale its consumer product offering across a national footprint of more than **3,300 retail reseller outlets**, and to expand into new retail and digital channels including convenience stores, supermarkets, department stores, office supply chains, and online platforms.

CEO Mike Arnold commented:

"The launch of RIVO is a landmark moment for Stealth, reflecting our first own-label safety range to market. Partnering with PIP Global Safety brings global quality to our local market. The convenience retail segment is significantly underpenetrated for safety products, and RIVO fills that gap with an everyday-ready, consumer-friendly solution. It's about helping Australians stay safe and get on with their day – wherever they are."

This launch is another important milestone in Stealth's strategy to deliver smarter, value-led solutions to customers across industrial and consumer markets, with a strong focus on innovation, margin expansion and multi-channel distribution.

This announcement was authorised to be given to the ASX by the Board of Directors of Stealth Group Holdings Ltd.

BOARD OF DIRECTORS

Chris Wharton AM
Chairman

Michael Arnold
Group Managing Director & CEO

John Groppoli
Non-Executive Director

Simon Poidevin
Non-Executive Director

ISSUED CAPITAL

117.0 million Ordinary Shares

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GROUP OPERATING BRANDS

- > Heatleys Safety, Industrial & Automotive
- > Force Technology International
- > United Supply Company
- > Trade Member Direct

WEBSITES

- > heatleys.com.au
- > forcetechnology.com.au
- > cltoolcentre.com.au
- > isgaus.com.au
- > unitedtools.com.au
- > toolspareparts.com.au

ASX: SGI

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About the Stealth Group

Stealth Group Holdings is a leading Australian multi-sector 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 with two divisions, Industrial and Consumer, that collectively have 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 everyday product offer is complemented by an exclusive brand range and a private label range which is sourced directly by Stealth from overseas suppliers.

Stealth also offers various services and solutions to business and 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.

Forward Looking Statements

Certain statements contained in this announcement are forward-looking statements or statements about future matters, including any indications of, and guidance or outlook on, the earnings, financial position and/or performance of Stealth Group Holdings. These statements involve known and unknown risks and uncertainties and other factors (many of which are beyond the control of Stealth Group Holdings) and involve significant elements of subjective judgement and assumptions as to future events (which may or may not be correct). No representation, warranty or assurance is given that the occurrence of any of the events expressed or implied in these statements will occur or that actual outcomes will not differ materially from the outcomes expressed or implied in these statements.

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