

AGM Shriro
April 2018





SHRIRO HOLDINGS LIMITED

SHM

AGM presentation April 2018



everdure
by heston blumenthal



CASIO

BLANCO

omega

EVERDURE.



altise



Pioneer



YOUR
BOARD



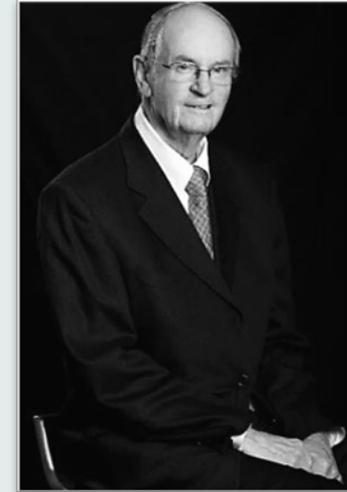
John Ingram



Tim Hargreaves



Vasco Fung



Greg Laurie



TIM HARGREAVES

1991

Commenced with Shiro and held various product management roles with Toshiba and Casio

1999

Joined Canon as Head of Retail sales

2001

Re-joined Shiro as Head of Casio Australia

2018

Appointed Shiro CEO

Exposure to a wide variety of consumer product markets has given me a broad industry experience both domestically and internationally



DECEMBER 2017 HIGHLIGHTS

NPAT up

9.8%

Strong operating cash flows of

\$17.2M (CY16: \$15.9M)

Revenue up

2.6%

Net debt more than halved to

\$2.0M (30Jun16: \$5.5M)

Global expansion of 'everdure by heston blumenthal'
is progressing in line with expectation

Dividends for CY17 of

11.0 cents per share, fully franked
(CY16: 10.0 cents per share)

TIMEPIECE



TIMEPIECE

- G-Shock showing solid growth since the Global launch of the 35th anniversary ranges and promotional activity that was launched in November 2017
- Strong bricks and mortar foundation, with a large presence in the jewellery and department store channels
- Sales through online retailers such as Amazon, Catch of the Day and Kogan is growing, but remains a small portion of timepiece sales
- Globally Casio has a strong focus on growth and innovation within this market segment





CASIO

BASELWORLD 2018

G-SHOCK RANGEMAN

GPR-B1000

THE WORLD'S FIRST* SOLAR-ASSISTED** GPS NAVIGATION

**TOUGHNESS AND FUNCTIONALITY COMBINED.
FOR SURVIVAL AT THE EXTREME LIMITS.**

Its case constructed to resist shocks, dust & mud, water and low temperatures and equipped with such advanced functions as GPS navigation and Triple Sensor. RANGEMAN also supports both solar and wireless charging. It can even conduct coordinated operation with various smartphone functions. From desert to forest, and from snow-clad mountain to wilderness, this survival watch's sphere of tough activity encompasses the entire earth.



G-SHOCK

SMART TECHNOLOGY

- INNOVATION

- World first solar assisted GPS navigation watch
- Wireless charging
- Smart phone pairing via Bluetooth



APPLIANCES



- Market conditions remain challenging compared to 2017
- Multi-dwelling developments are slowing and single dwellings developments are expected to be flat
- Renovation market is expected to grow
- Retailer margin compression is expected to result from online competition, which may negatively impact Shiro's Appliance's margin. Shiro is undertaking a range refresh in Omega and Blanco to adapt to market conditions

BBQS

- EVERDURE BY HESTON BLUMENTHAL



<https://www.shriro.com.au/uploads/Germanvideosocialmedia.mp4>

BBQS

• EVERDURE BY HESTON BLUMENTHAL

- International market expansion continues, 'everdure by heston blumenthal' was launched in the USA and Germany earlier this year – to positive feedback
- USA is the largest BBQ market in the world, U\$7 billion*. Shiro has partnered with Williams Sonoma for mass retail and with independent BBQ specialists
- Shiro is continuing to develop new product and innovation in the slow cooking market which is a growing trend in the USA and internationally
- CY18 is viewed as an important year of investment, with the launch of the products into key international markets
- Heston Blumenthal's promotional tour of the USA will be in May 2018



INTERNATIONAL MARKETS EXPANSION

2018

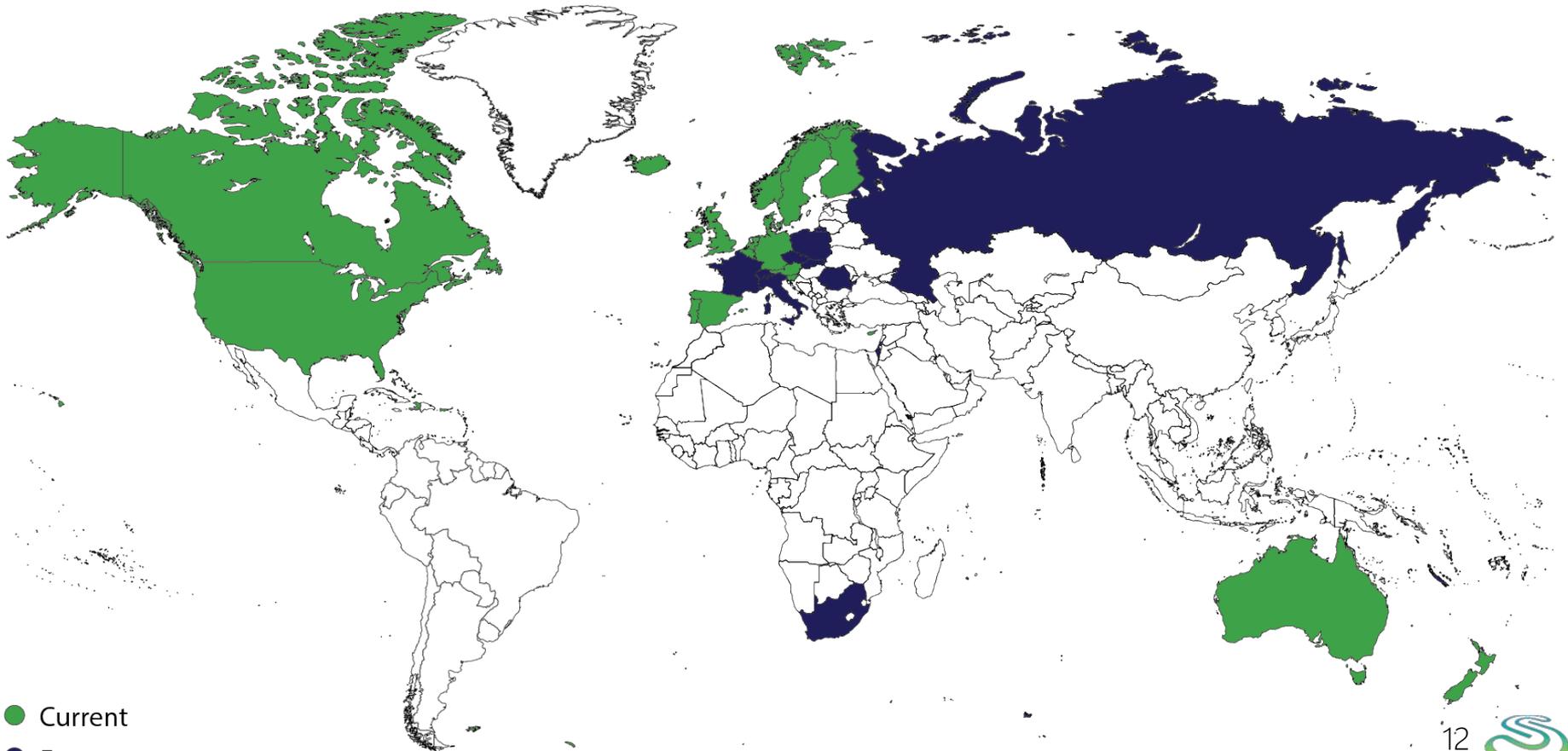
USA, Canada and
Germany Launch
(March 2018)

2019

(Planned)
France, Italy and
Russia

2021

(Planned)
Asia



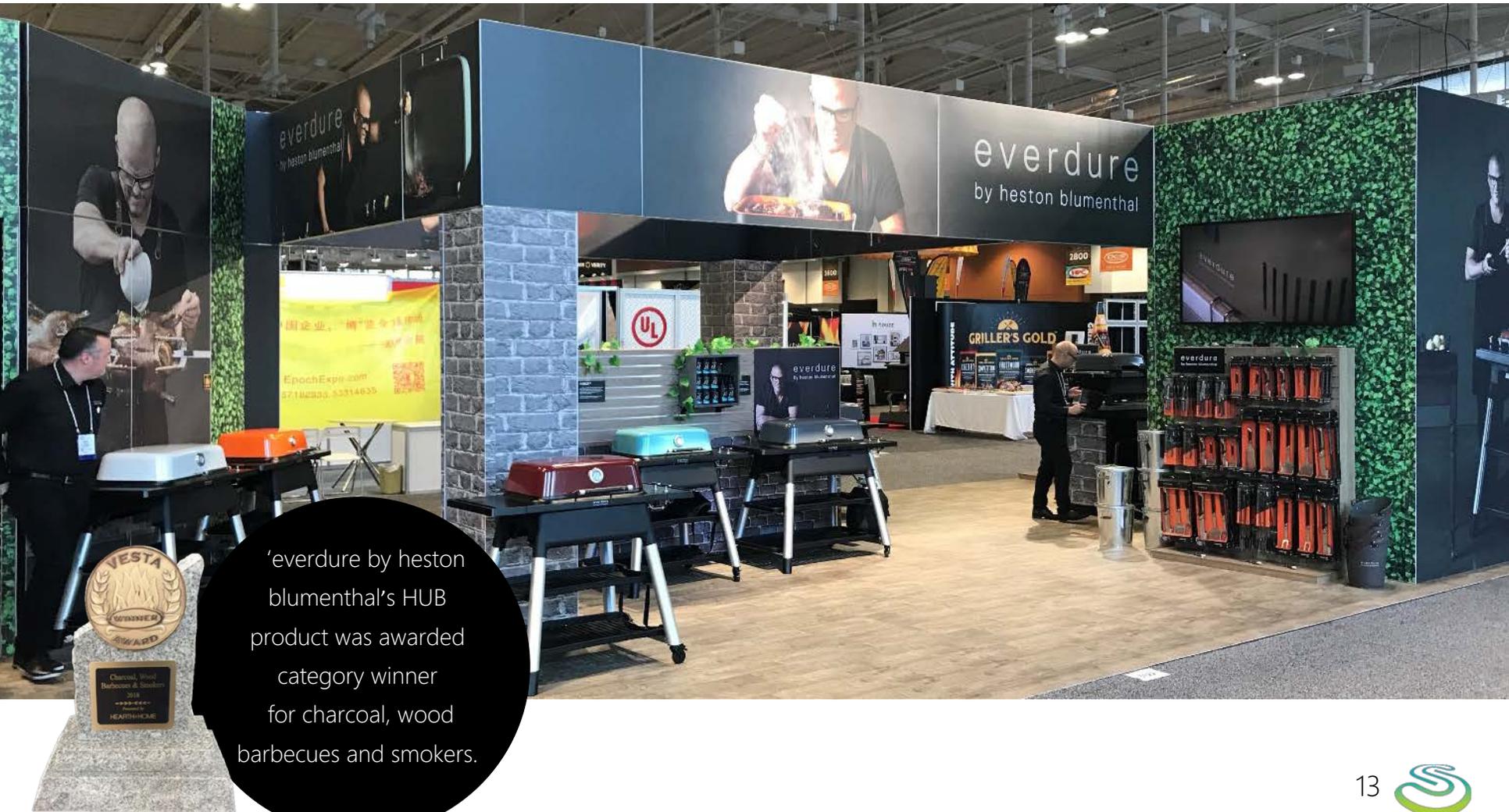
● Current
● Future



BBQS

• HPBA EVENT IN USA

Largest grill / BBQs trade event in the USA



'everdure by heston blumenthal's HUB product was awarded category winner for charcoal, wood barbecues and smokers.

BBQS

• WILLIAMS SONOMA CATALOGUE

Iconic Catalogue – May 2018

228
US STORES

INTRODUCING

Everdure by Heston Blumenthal Grills

Designed in collaboration with renowned British chef Heston Blumenthal, our exclusive Everdure by Heston grills blend state-of-the-art technology with modern style to create sleek, easy-to-use barbecues that deliver professional-quality results. You'll find everything from quick-starting charcoal to the convenience of gas.



**MORE TASTE.
LESS WAIT.**
Enjoy authentic BBQ flavor any time, anywhere.

A EVERDURE BY HESTON BLUMENTHAL L HUB™
NEW & EXCLUSIVE SPECIAL VALUE, SAVE \$74. Charcoal grill business professional-quality features with elegant minimalist design. Electric ignition gets coals ready to cook in just 10 minutes. Integrated rotisserie features three cooking heights and jaw-like Diplock Forks™ that keep everything from chicken to sucking pig in place. 54" x 19" x 48 1/2" H, (with rotisserie). # 42-3557-143 Sugg. \$2249.00 Our Price \$1999.95

Heston Blumenthal

ONE OF THE WORLD'S most inspiring chefs, Heston Blumenthal transforms dining into a theatrical multisensory experience. His acclaimed three Michelin Star-rated restaurant The Fat Duck has delighted a generation of food lovers in England and beyond, earning Blumenthal an O.B.E. from Her Majesty the Queen for his service to British gastronomy. Now he's partnered with Everdure to bring his celebrated style to outdoor cooking enthusiasts around the globe.

THE OUTDOOR GUIDE



Chicken Souvlaki

PREP TIME 45 MIN. INACTIVE PREP TIME 12 HR. COOK TIME 2 HR. SERVES 8-10

- 1 cup fresh basil leaves
- 1 Tbs. chopped fresh flat-leaf parsley
- 1 Tbs. chopped mint
- 2 garlic cloves, coarsely chopped
- 2 1/2 oz. olive oil
- 4 lb. boneless, skinless chicken thighs, halved
- Kosher salt and freshly ground pepper
- Pickled cabbage*
- Warm flatbreads
- Garlic mayonnaise*
- Sriracha and lime wedges for serving
- In a mini food processor, pulse together basil, parsley, mint, garlic, lime zest and olive oil. Set aside 1/4 cup of marinade in a sealable plastic bag, combine remaining marinade and chicken. Refrigerate for 12 to 24 hours.
- Prepare a grill for rotisserie grilling.
- Remove chicken from marinade and season with salt and pepper. Clip a fork onto spit. Skewer chicken on spit, turning pieces as necessary to form a compact shape. Use second fork to hold pieces together.
- Place spit on setting 2 and turn on rotisserie. Grill, adding more coals as needed, until center of chicken reaches 150°F. 1 to 1 1/2 hours. Lower spit to setting 1 and continue grilling until chicken is browned and center reaches 170°F. 20 to 30 minutes. Remove spit from grill and let chicken rest for 10 minutes.
- Carve chicken into slices. Divide chicken and pickled cabbage among flatbreads. Drizzle with garlic mayonnaise, sriracha and reserved marinade. Season with salt and a squeeze of lime juice and serve.

REC. PE COURTESY OF EVERDURE BY HESTONBLUMENTHAL

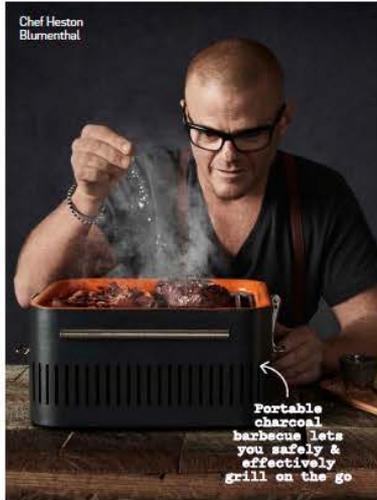
*FOR THE RECIPE, VISIT WILLIAMS-SONOMA.COM

BBQS

• WILLIAMS SONOMA CATALOGUE

'everdure by heston blumenthal' has 4 pages – circulation 14 million*

THE OUTDOOR GUIDE



Everdure by Heston Grill Guide

CHARCOAL GRILLS

- Available in portable or stationary sizes.
- Choose pure charcoal or charcoal with easy electric start.
- Fast Flame Ignition System™ heats coals quickly & evenly.
- Removable charcoal tray for safe & easy handling.
- Create authentic smoky flavor & multiple heat zones.

GAS GRILLS

- Fast Flame Ignition System™ fully heats the grill in 5 minutes.
- Choose from 2 or 3 propane burners for your cooktop.
- Sleek design-forward cast-iron silhouettes.
- Available in an array of stylish colors.



Charcoal Grills

EVERDURE BY HESTON PORTABLE CUBE™



NEW & EXCLUSIVE Portable grill offers smoky charcoal-grill flavor anywhere. Made from durable lightweight steel, with porcelain enamel firebox, high-temperature finish, built-in heat protection shield and sleek cool-to-the-touch chrome handles. Integrated food-grade storage tray, bamboo prep board and storage for fresh coals. 16 1/2" x 13 1/2" x 9" h. Graphite, Khaki, Orange or Stone. #A2-2712913 Sugg. \$229.00 **Our Price \$199.95**

EVERDURE BY HESTON LARGE HUB™

EVERDURE BY HESTON FUSION™



NEW & EXCLUSIVE SPECIAL VALUE: SAVE \$248 Fast Flame Ignition System™ is ready to cook in just 10 minutes. #A2-3587143 Sugg. \$2249.00 **Our Price \$1999.95**

NEW & EXCLUSIVE SPECIAL VALUE: SAVE \$249 Authentic charcoal BBQ in just 10 minutes. Includes integrated rotisserie and removable pedestal. 33 1/2" x 16 1/2" x 42 1/2" h. (with rotisserie and pedestal). #A2-5794829 Sugg. 1249.00 **Our Price \$999.95**

EVEN MORE ONLINE
View our complete assortment of Everdure grills at williams-sonoma.com

Gas Grills

EVERDURE BY HESTON FORCE™



NEW & EXCLUSIVE SPECIAL VALUE: SAVE \$99 Fast ignition is ready to cook in just five minutes. Two independently controlled high-performance burners. Interchangeable cast-iron flux plates and grill plates with integrated flame-tamers make it easy to adjust. Setup. Extra-high heat-circulating hood for convection cooking. 46 1/2" x 29 1/2" x 42" h. Graphite, Mint, Orange, Red or Stone. #A2-4575201 Sugg. \$899.00 **Our Price \$799.95**

EVERDURE BY HESTON FURNACE™



NEW & EXCLUSIVE SPECIAL VALUE: SAVE \$99 Extra-large cooking surface features three independently controlled high-performance burners with variable flame control and instant searing. Slender, ergonomically designed taps with rotary ignitor; stable tapered legs can be removed for portability. 51 1/2" x 29 1/2" x 42" h. Graphite, Mint, Orange or Stone. #A2-886350 Sugg. \$999.00 **Our Price \$899.95**

*sourced from Shiro US distributor

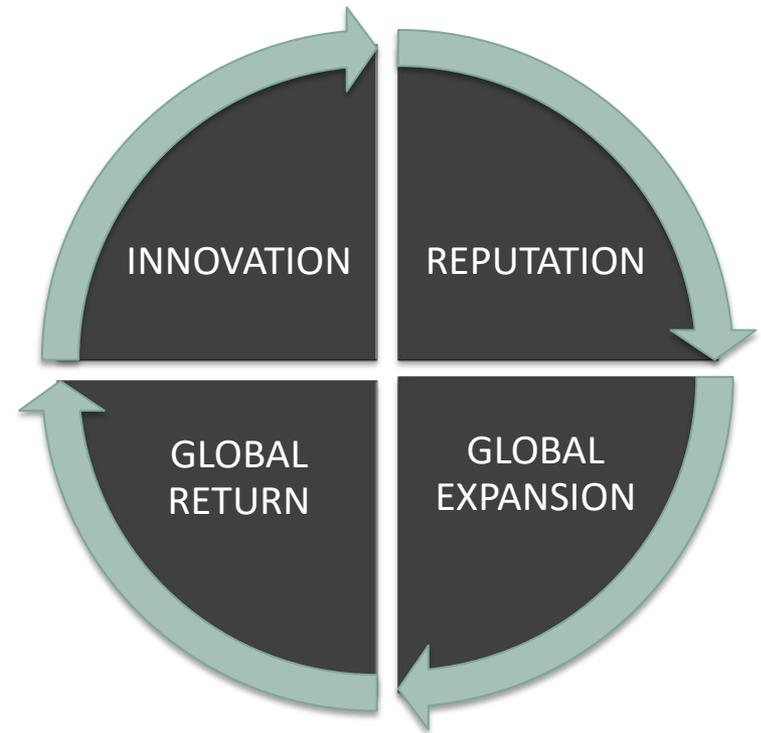
STRATEGY

Grow organically, by setting a strong foundation, in the right markets, which is a low risk approach, with a long term outlook

Shiro management is aiming for at least 15% of revenue to be derived from exports within 5 years

Shiro's focus on product development will underwrite longer-term growth

Shiro aims to leverage its global distribution footprint to increase its returns on product development in BBQS, rangehoods, laundry, heaters and other products containing Shiro IP into the future



OUTLOOK

01

Broad range of products expected to assist in maintaining EBITDA margin

02

Investment for global expansion is being made in CY18, which is setting the foundation for future years

03

Shriro's focus on product and market development will continue to underwrite longer-term growth, but will affect 2018 profit

04

1st quarter revenue below expectation, mainly in appliances. However due to significant seasonality 1st quarter is always Shriro's lowest.

05

Strong Balance Sheet has Shriro ready to move quickly should an earnings accretive acquisition opportunity present itself



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