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# ANNUAL GENERAL MEETING

12 OCTOBER 2023

BEACON LIGHTING GROUP

*Beacon*  
LIGHTING

*Beacon*  
TRADE

*Beacon*  
COMMERCIAL

*Beacon*  
INTERNATIONAL

**LIGHT  
SOURCE  
SOLUTIONS**

**CONNECTED**  
LIGHT SOLUTIONS

**MASSON**  
FOR LIGHT

  
CUSTOM LIGHTING  
DESIGNERS OF LIGHT



# ANNUAL REPORT

BEACON  
LIGHTING  
GROUP

**1** FINANCIAL STATEMENTS

**2** DIRECTORS' REPORT

**3** AUDITOR'S REPORT FOR THE  
YEAR ENDING 25 JUNE 2023



# PROXY DETAILS

## Resolution Details

| Resolution                                   | Resolution Type |
|--|-----------------|
| <div>1</div> Re-election of Ian Robinson     | Ordinary        |
| <div>2</div> Adoption of Remuneration Report | Ordinary        |

## Instructions given to validly appointed proxies (as at proxy close)

| For                   | Against            | Proxy’s Discretion | Abstain   |
|-----------------------|--------------------|--------------------|-----------|
| 161,794,550<br>99.45% | 756,470<br>0.47%   | 125,839<br>0.08%   | 3,689,678 |
| 35,440,575<br>94.85%  | 1,795,542<br>4.81% | 125,692<br>0.34%   | 3,701,159 |



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# CEO PRESENTATION

12 OCTOBER 2023



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2 FY2024 OUTLOOK

3 QUESTIONS





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# STRATEGIC PILLARS OF GROWTH

## CUSTOMER

Underpinning everything we do at Beacon is a deep understanding of our customers' needs.

### STORES

A REWARDING  
CUSTOMER EXPERIENCE

THE LATEST RANGE OF  
LIGHTING & FANS

INSPIRATIONAL STORE DESIGN

VIP MEMBER BENEFITS

STORE NETWORK EXPANSION  
& OPTIMISATION

### TRADE

INDUSTRY LEADING  
TRADE CLUB

PRODUCT EXTENSION  
& DIVERSIFICATION

CUSTOMER LED  
& DATA DRIVEN

BUILD TRADE & COMMERCIAL  
PARTNERSHIPS

### eCOMMERCE

ENGAGING WEBSITES

ONLINE SALES GROWTH

SEAMLESS CUSTOMER  
EXPERIENCE IN-STORE  
AND ONLINE

### NEW BUSINESS

EMERGING BUSINESSES

INTERNATIONAL SALES  
OPPORTUNITIES

NEW BUSINESS ACQUISITIONS

INVESTMENT IN THE  
PROPERTY FUND



# 1 STRATEGIC PILLAR: STORES

BEACON  
LIGHTING  
GROUP

A REWARDING CUSTOMER EXPERIENCE | THE LATEST RANGE OF LIGHTING & FANS | INSPIRATIONAL STORE DESIGN | VIP MEMBER BENEFITS | STORE NETWORK EXPANSION & OPTIMISATION

## UPDATE

- Store teams continue to provide outstanding service to both our retail and trade customers
- Dominant retail market position for lighting, fans and lighting accessories for the Australian home
- Opened the Mt Barker (SA), Mildura (VIC) and Devonport (TAS) stores. Relocated Cranbourne (VIC) store
- 122 Beacon Lighting stores with network research from March 2023 identifying potential of 195 stores in Australia

## FY2024

- Have a positive impact upon the lives and businesses of our trade customers
- Grow trade sales through the value-added service of Beacon Design Studios in store
- Refine in-store rostering to improve service to all customers
- Plan to open new stores at Auburn (NSW), Warrawong (NSW), Busselton (WA), Gregory Hills (NSW), Ballina (NSW) and Melton (VIC)

**GOAL** | Increase Beacon Trade sales through Beacon Lighting stores





# 1 STRATEGIC PILLAR: TRADE

INDUSTRY LEADING TRADE CLUB | PRODUCT EXTENSION & DIVERSIFICATION | CUSTOMER LED & DATA DRIVEN | BUILD TRADE & COMMERCIAL PARTNERSHIPS

## UPDATE

- Growing market share in the residential trade market for lighting, fans and electrical accessories
- Introduced trade guidelines and actions for store teams to manage the trade customer life cycle
- Completed implementation of trade displays for our latest range of switches
- Rolled out trade barge displays to 100 Beacon Lighting stores with everyday back of wall electrical products available

## FY2024

- Market the benefits of Beacon Trade to existing and new trade customers. Benefits include an exclusive Beacon Trade website, exclusive trade pricing, NXP merchandise and free lighting design consultations
- Introduce new trade benefits such as free power socket with all downlights sold to Beacon Trade members
- Develop new trade products to provide a comprehensive range of lighting, fans and accessories for the residential home
- Continue to implement and communicate the benefits of the new Trade Club technology platform for our trade customers
- Continue to have the weekly trade force meetings and trade webinars to remain focussed on the trade opportunity

**GOAL** | Trade sales will be one-third of all relevant Beacon Lighting sales





ENGAGING WEBSITES | ONLINE SALES GROWTH | SEAMLESS CUSTOMER EXPERIENCE IN-STORE AND ONLINE

**UPDATE**

- Seamless integration between the online sales channel and stores continues to provide our retail and trade customers with maximum flexibility and choice
- Online sales channel is continuing to be embraced by our Beacon Trade customers with very exciting sales momentum
- Retail customers are starting to return to the online sales channel with an increase in sales and the average sales value

**FY2024**

- Expand the trade product selection, including bundle offers, online exclusives, and complementary products
- Continued personalisation and content creation on the Beacon Trade website
- Improve the user experience on the retail website with updates to the user interface to include improved filters and refreshed product and category pages
- Upgrade all websites to the new version of Magento

**GOAL** | Increase online trade sales and online average order value



# 1 STRATEGIC PILLAR: NEW BUSINESS

EMERGING BUSINESSES | INTERNATIONAL SALES OPPORTUNITIES | NEW BUSINESS ACQUISITIONS | PROPERTY

## UPDATE

- Beacon International continues to expand the product offering to new sales channels and to new customers
- Beacon Lighting has a 50% interest in a property fund that owns seven large-format retail properties

## FY2024

- Grow International sales through the lighting showrooms, eCommerce, wholesalers and big box retail sales channels in the USA
- Return to exhibiting in international lighting fairs in Hong Kong, Dallas (USA) and Frankfurt (GER)
- Develop and innovative new products to grow sales with existing and new customers in our businesses
- Through the property fund, complete property development at Auburn (NSW) and find a tenant for the property development at Southport (QLD)

**GOAL** | Grow international sales, improve margins and operational efficiencies for all international businesses





## 2 FY2024: OUTLOOK

- In July and August, Company store comparative sales started slower in FY2024 compared to FY2023. Sales have improved since September 2023
- Improving the lives and businesses of our Trade customers will continue to be the number one priority for the Beacon Lighting team. The positive momentum of Trade sales has continued into Q1 FY2024
- Promote the benefits of Beacon Trade, while continuing to innovate the trade product range, trade promotions, technology and processes
- Continued expansion of the Australian designed fan and lighting products into the USA, Asia and European markets
- Plan to open new stores at Auburn (NSW), Warrawong (NSW), Busselton (WA), Gregory Hills (NSW), Ballina (NSW) and Melton (VIC)





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# QUESTIONS



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