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MORGANS BREAKFAST PRESENTATION

27 FEBRUARY 2024


GLEN ROBINSON
CHIEF EXECUTIVE OFFICER

BEACON LIGHTING GROUP




HISTORY


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The very first Beacon Lighting store opened in Prahran, Victoria in 1967 and we've been a glowing success story ever since. 57 years later, we're Australia's leading specialist lighting retailer with over 120 stores nationwide.




1967
Beacon Lighting opens its first store in Prahran



1977
First Store Support Centre opens above the St Kilda store




1992
Store Support Centre moves into Oakleigh Head Office




2003
Distribution Centre opens in Derrimut (VIC)



2006
50th store opens in Cannington (WA)




2008
Revolutionary Fanaway brand is launched




2011
Store Support Centre moves into Mulgrave office



2014
Beacon Group listed on the Australian Stock Exchange



2020
First investment in the Large Format Property Fund in Southport (QLD)



2024
Beacon team grows to over 1,170 employees

2024


1967




1975
Ian Robinson purchases the single store operation




1989
First franchise store opens in Frankston, VIC




1992
Innovative large store format layout is introduced




1998
Beacon expands interstate into QLD with the store opening at Jindalee




2005
Beacon Lighting Trade Club is launched




2008
Beacon Lighting Commercial is launched




2011
Beacon International is launched



2013
Glen Robinson appointed as CEO



2017
100th store opens in North Lakes, QLD



2022
\$300 million in sales

57 YEARS LIVING BRIGHTER

FY2014 vs FY2024

	FY2014 (Float)	FY2024 (Today)
Sales	\$150.3 million	\$312.1 million ⁽¹⁾
NPAT	\$11.8 million	\$30.6 million ⁽¹⁾
Stores	85 stores (72 company, 13 franchises)	124 stores (122 company, 2 franchises)
Australian Warehouses	One (VIC)	Three (VIC, QLD, WA)
Team Members	700+	1,170+
VIP Customers	35,000+	1 million+
Trade Club Members	9,700+	54,900+
Trade Sales % ⁽²⁾	9.3%	35.0%
International Offices	One (Hong Kong)	Four (Hong Kong, China, USA, Germany)
Number of Websites	7	15
eCommerce Sales % ⁽³⁾	1.9%	11.6%
Other Businesses	Beacon Commercial, Beacon Solar	Beacon Commercial, Connected Light Solutions, Light Source Solutions, Masson for Light, Custom Lighting
BLX Share / Market Cap ⁽⁴⁾	\$0.66 / \$141.9 million	\$2.83 / \$639.50 million

(1) 12 months to December 2023
(2) Trade Sales % of Relevant Sales which includes Beacon Lighting Stores, Beacon Commercial, Custom Lighting and Masson for Light
(3) eCommerce Sales % of Store Sales
(4) Float Price on 15/4/2014 and closing price on 22/2/2024

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

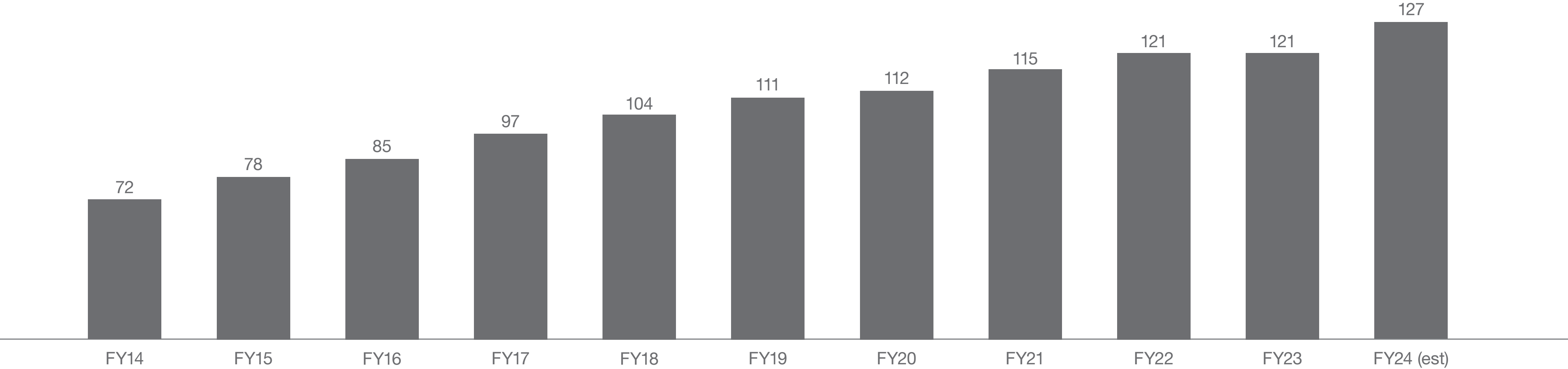
INVESTMENT IN THE
PROPERTY FUND

STORES

- Beacon Lighting currently has 124 stores, with 122 company stores and 2 franchise stores.
- 4,000 products in the core range, with around 600 new products introduced every year.
- Beacon Design Studios is supported by a team of Lighting Design Consultants.
- Everyday benefits for our VIP customers.
- Store network research (from March 2023) has identified the potential for 195 Beacon Lighting stores in Australia.



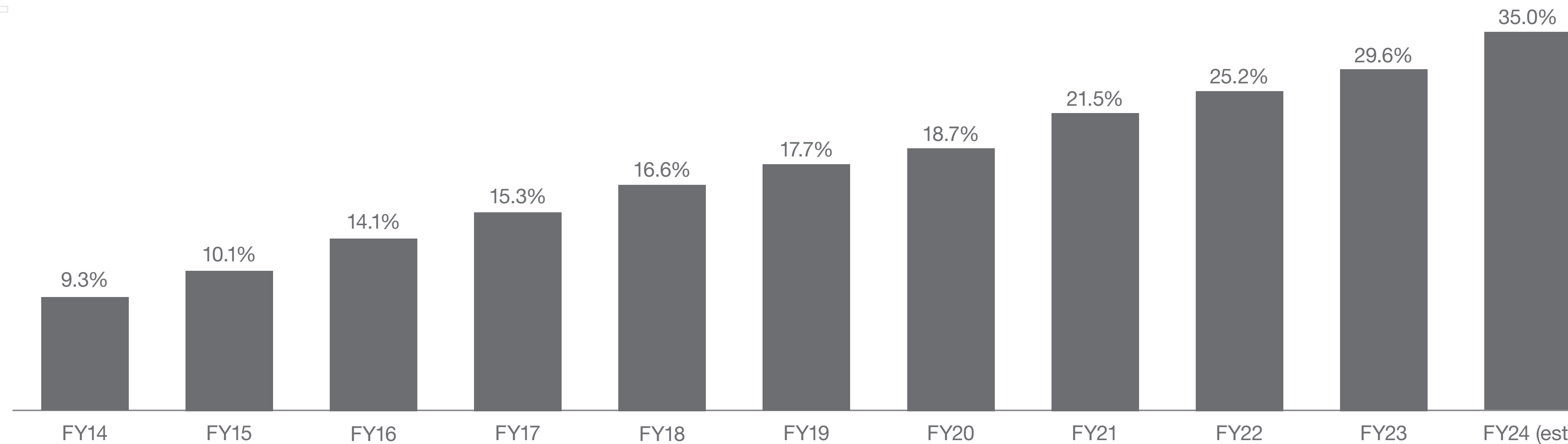
Beacon Lighting - Company Store Numbers



TRADE

- In 2020, Trade became a strategic pillar of growth for Beacon Lighting.
- Today, Beacon Lighting's number one priority is to continue to positively impact the lives and businesses of our trade customers.
- Key Beacon Trade customers include electricians, builders, interior designers, architects, and the final consumer (trade referral customers).
- Benefits of being a Beacon Trade customer include Beacon Cash, Trade Pricing, Trade Essentials, Beacon Trade / NXP apparel, and a dedicated website.
- The goal is to have total trade sales to be 50% of total relevant sales by FY2028.

Total Trade Sales % of Relevant Sales⁽¹⁾

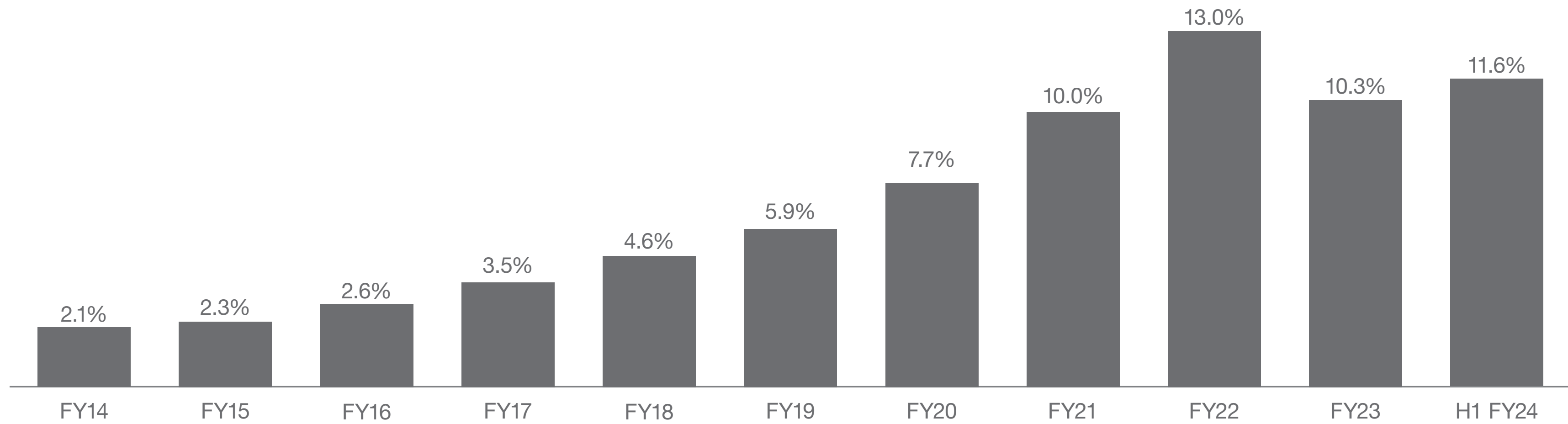


(1) Relevant sales include Beacon Lighting Stores, Beacon Commercial, Custom Lighting and Masson for Light.



- Beacon Lighting set up a transactional website (www.beaconlighting.com.au) and achieved our first online sale in FY2010.
- A dedicated trade website (www.beacontrade.com.au) was first established in FY2013.
- Today, there is seamless integration between the online sales channel and Beacon Lighting stores for our retail and trade customers.
- Three-hour customer delivery in major metropolitan markets or one-hour click and collect in store.
- In H1 FY2024, total online sales were 11.6% of company store sales and online trade sales were 13.0% of store trade sales.

Online Sales % of Total Store Sales



NEW BUSINESSES

- Beacon International was first established in 2011 and today has offices in Hong Kong, China, USA and Germany.
- In 2023, Beacon International made sales to customers from 45 different countries.
- Beacon Lighting operates specialist lighting and fan businesses in Connected Light Solutions, Light Source Solutions, Custom Lighting and Masson For Light.
- Beacon Lighting has a 50% interest in the Large Format Property Fund which owns seven retail properties.
- Beacon Lighting has Masson Manufacturing in Australia and Beacon Group Support Centre (BGSC) in Nunawading (VIC).



Beacon International customers include:



H2 FY2024 OUTLOOK

- In H2 FY2024, company store sales momentum remains positive.
- Positively impacting the lives and businesses of our trade customers continues to be the number one priority for Beacon Lighting.
- Open new company stores at Melton (VIC), Auburn (NSW), Gregory Hills (NSW), and Busselton (WA).
- Complete the Large Format Property Fund property development at Auburn (NSW) and open a new Beacon Lighting store.
- Beacon International to exhibit in the international lighting fairs in Dallas (USA) and Frankfurt (Germany).
- Remain at the forefront of technology, fashion, and energy efficient lighting, fan, and electrical accessory products in order to continue to inspire our retail, trade and international customers.



BEACON LIGHTING GROUP

