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ANNUAL GENERAL MEETING

22 OCTOBER 2024

BEACON LIGHTING GROUP



ANNUAL REPORT

BEACON
LIGHTING
GROUP

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1 FINANCIAL STATEMENTS

2 DIRECTORS' REPORT

3 AUDITOR'S REPORT FOR THE
YEAR ENDING 30 JUNE 2024



PROXY DETAILS

Resolution Details

Resolution	Resolution Type
1 Re-Election of Eric Barr	Ordinary
2 Re-Election of Prue Robinson	Ordinary
3 Re-Election of Daniel Palumbo	Ordinary
4 Adoption of Remuneration Report	Ordinary
5 Glen Robinson Performance Rights Issue	Ordinary
6 Prue Robinson Performance Rights Issue	Ordinary

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

For	Against	Proxy's Discretion	Abstain
176,563,753 98.15%	3,326,704 1.84%	29,337 0.01%	351,947
175,306,975 97.45%	4,583,673 2.54%	29,337 0.01%	351,756
179,871,246 99.97%	13,267 0.01%	38,527 0.02%	348,701
38,366,501 71.75%	15,073,960 28.20%	29,337 0.05%	509,707
164,383,396 91.56%	15,139,118 8.43%	29,337 0.01%	489,840
163,855,336 91.27%	15,660,071 8.72%	29,337 0.01%	496,947

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CEO PRESENTATION

22 OCTOBER 2024



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

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2 FY2025 OUTLOOK

3 QUESTIONS



STRATEGIC PILLAR: STORES UPDATE

PROVIDE OUR CUSTOMERS WITH A REWARDING SERVICE EXPERIENCE, THE LATEST RANGE OF LIGHTING AND FANS, INSPIRATIONAL STORE DESIGN, VIP MEMBER BENEFITS, STORE NETWORK EXPANSION AND OPTIMISATION.

- Dominant retail market position for lighting, fans, and lighting accessories for the Australian home.
- Currently have 127 Beacon Lighting stores, and our store network plan from March 2023 identifies the potential for 195 stores in Australia.
- Opened the Port Stephens (NSW) store and plan to open new stores in Shepparton (VIC), Chatswood (NSW), Ballina (NSW), and Auburn (NSW).
- More than 860 store team members continue to provide outstanding service to our retail, trade, and online customers.
- Aiming to design and develop 700 new products to enhance our core product range.
- More than one million VIP customers continue to receive special promotions, prices, and services.
- Provide Beacon Design Services in-home, in-studio, and in-store to transform our customer's homes.



STRATEGIC PILLAR: TRADE UPDATE

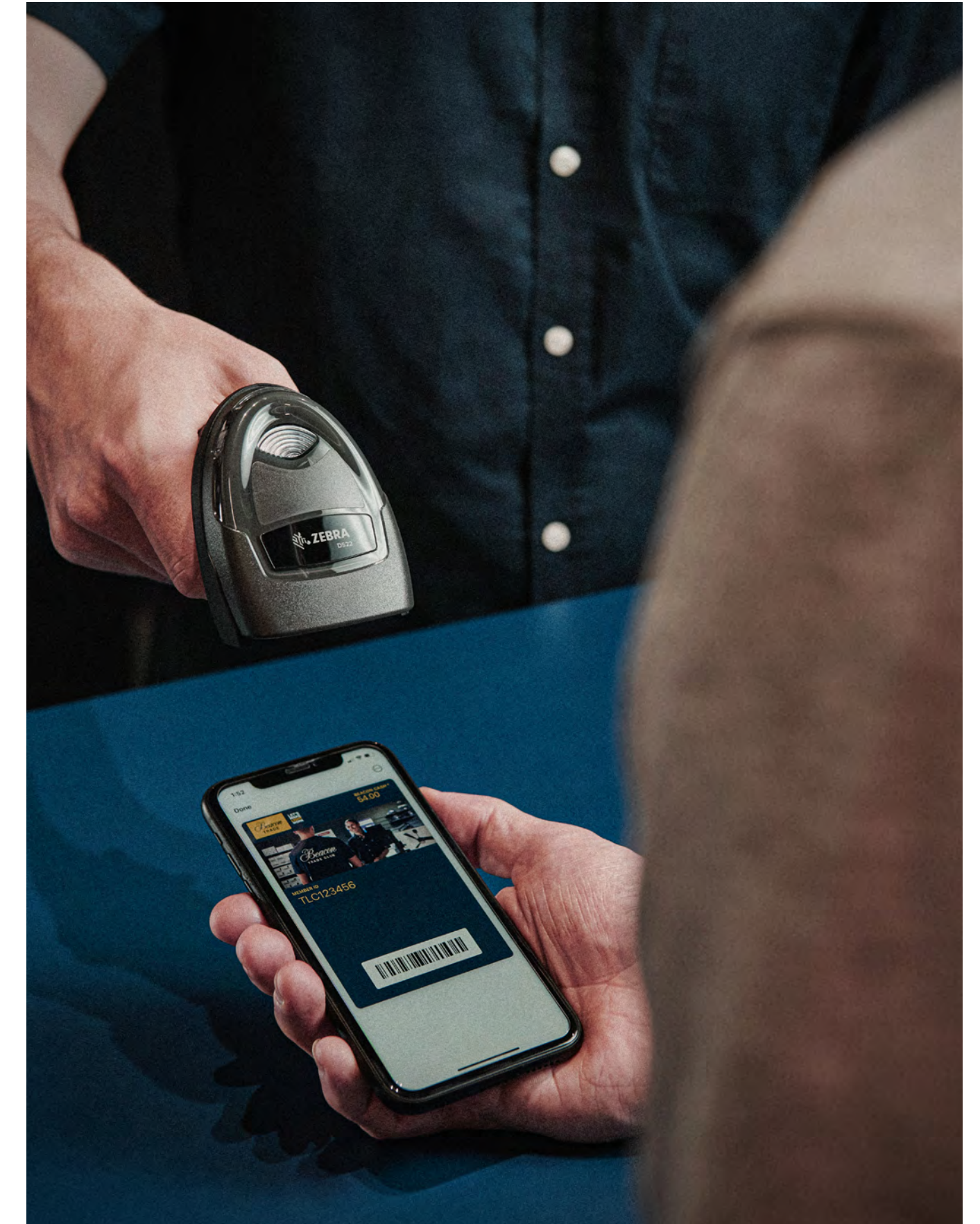
PARTNERING WITH ELECTRICIANS, BUILDERS, ARCHITECTS, AND INTERIOR DESIGNERS WITH LIGHTING, FANS, AND ELECTRICAL ACCESSORIES FOR THE AUSTRALIAN HOME.

- Growing market share in Australia's residential electrical wholesale market.
- Partnering with our electricians, builders, architects, and interior designers as Beacon Trade members continues to be the number one priority for the Beacon Lighting team.
- Beacon Trade members continue to receive special prices, purchase rebates, new trade products, referral benefits, trade perks, new trade merchandise, free lighting design, and free delivery.
- Continue to develop a comprehensive trade range of lighting, fans, and electrical accessories for the Australian home.
- Conduct "Trade Sales Immersion" training for key stakeholders from executive management to store teams.
- Continue having weekly trade force meetings and webinars to focus on the Beacon Trade opportunity.
- Beacon Trade won the 2024 Real Media Awards Loyalty Program of the Year.



PROVIDE OUR CUSTOMERS WITH ENGAGING WEBSITES, ENABLING ONLINE SALES GROWTH AND PROVIDING A SEAMLESS CUSTOMER EXPERIENCE IN-STORE AND ONLINE.

- Beacon Lighting has 16 dedicated business websites, primarily beaconlighting.com.au and beacontrade.com.au.
- Retail sales through beaconlighting.com.au continue to increase.
- Significant increase in sales and visitation on beacontrade.com.au. Our trade customers increasingly embrace online sales as a trusted and reliable channel.
- Ongoing development of the business websites continues to enhance our customer's online experience.
- Three-hour customer delivery in major metropolitan markets or one-hour click-and-collect in-store for our online retail and trade customers.
- Continue to offer seamless integration between the online sales channel and Beacon Lighting stores for our retail and trade customers.



INCLUDES EMERGING BUSINESSES, INTERNATIONAL SALES EXPANSION, NEW BUSINESS ACQUISITIONS, AND PROPERTY.

- Beacon International continues expanding its product offering to new sales channels and customers.
- Beacon International will exhibit at international lighting fairs in Hong Kong (SAR), Dallas (USA), and Frankfurt (GER).
- Develop innovative new products to grow sales and customers for Connected Light Solutions, Light Source Solutions, Masson For Lights, and Custom Lighting.
- Beacon Lighting has a 50% interest in the Large Format Property Fund, which owns seven large-format retail properties.
- Through the Property Fund, complete the existing property developments.



2 FY2025: OUTLOOK

- Company store sales momentum from FY2024 has continued into Q1 FY2025.
- Positive sales momentum for Trade and eCommerce sales has continued in Q1 FY2025.
- Partnering with our trade customers (electricians, builders, architects, and interior designers) continues to be the number one priority for the Beacon Lighting team.
- Roll out the “Trade Sales Immersion” training throughout the Group.
- Implement the Beacon Lighting Enterprise Agreement 2024 and the new Beacon Team Share Plan with 200 team members electing to become new BLX shareholders.
- Bringing the latest fashion, innovative, and energy efficient lighting, fan, and electrical accessories products to market to continue to excite and inspire our retail and trade customers.
- Continued expansion of the Australian designed fan and lighting products into the USA, Asia, and European markets.



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3

QUESTIONS



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DISCLAIMER

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