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HARVEY NORMAN HOLDINGS LIMITED

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27 November 2024

Company Announcements
Australian Stock Exchange Limited
Exchange Centre
20 Bridge Street
SYDNEY NSW 2000

Dear Sir / Madam,

Harvey Norman Holdings Limited (Company)
Presentation to Attendees of the Annual General Meeting of the Company

At the Annual General Meeting of the Company, which is due to be held today at 11am (AEDT) at Novotel Sydney Olympic Park, a video presentation will be shown.

The video presentation can be viewed at www.harveynormanholdings.com.au/2024agmvideo.

The video presentation provides an overview of the Harvey Norman® flagship strategy and current activities across the eight trading countries, delivered by Katie Page (Chief Executive Officer of the Company), and each Managing Director of each region. The video presentation does not contain any price sensitive or financial information.

A copy of the voiceover script is attached.

This document was authorised to be provided to the ASX by the Board of Directors of the Company.

Yours faithfully,

Chris Mentis
Company Secretary

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Voiceover Script

(Katie Page)
Now with 198 franchised complexes and 120 company-operated stores in eight countries, reaching a population of 90 million. At the centre of our omni-channel retail expansion is the Harvey Norman flagship strategy. Our plan was to well and truly set a course for the future of the Harvey Norman brand, and in doing so, our 8 flagships set the bar for all other stores in our 8 countries.

Harvey Norman represents over 5,000 brands and more than 300,000 products. Our franchisees and staff are informed and experienced with strong commercial relationships with manufacturers and suppliers.

Underpinning the flagship strategy is the leadership of our Managing Directors and their expert teams. Each brings deep market insight and operational excellence to ensure that Harvey Norman's flagship stores achieve both commercial and strategic objectives in their respective region. In the coming days, we will mark nine years since the first Harvey Norman flagship opened – Singapore's Millenia Walk.

(Bernice Kwok)
The Millenia Walk shopping complex, home to the 100,000 sq ft Harvey Norman flagship, attracts over 700,000 visitors annually. Its enduring success is a testament to the original blueprint to deliver the best in-store Home & Lifestyle customer shopping experience.

(Katie Page)
Our first and largest Harvey Norman franchised complex in Australia is located in Sydney's Auburn. Celebrating 42 years in 2024, the Auburn complex was always the intended home of Harvey Norman's Australian flagship. Set at 174,000 sq. ft, our Auburn franchisees employ over 170 people in one store – each an expert in their product category. They know their brands from bedding and furniture through to technology and whitegoods, including the full capability of the latest AI-enabled computers.

Auckland's Wairau Park 72,000 sq.ft flagship is situated in a catchment of close to one million people. It opened in quick succession following Australia, creating a momentum for Harvey Norman's network of 47 company-operated stores in New Zealand.

The EU Flagships – Ljubljana in Slovenia and Zagreb in Croatia continue to grow in foot traffic due to both countries' strategic location within the European Union. The Ljubljana flagship is within a two hour drive of the Austrian, Hungarian and Northern Italian borders.

(Melissa Wilson)
With a population of nearly 2.2 Million in Slovenia, the Harvey Norman 110,000 sq.ft flagship is centrally located in BTC City in the capital Ljubljana.

Croatia's flagship Harvey Norman Zagreb has undergone a major re-design to maximise its in-store appeal aiming to increase the current annual footfall of over 647,000 visitors. The 97,000 sq. ft Zagreb flagship is located within the popular King Cross shopping centre, which is undergoing a comprehensive renovation due for completion in 2025.

(Katie Page)

The Harvey Norman Flagship strategy has continued to expand in 2024. The demographics and population size of Zagreb has unique growth potential. To capitalise on this opportunity Harvey Norman has purchased a strategically located block in East Zagreb. The company will build a new two-level, 200,000 sq ft complex with Harvey Norman occupying half the retail

space. The remaining area leased to other retailers and this new East Zagreb Harvey Norman store is set to open in late 2026.

(Tim Hannon)
Our Irish flagship is in Tallaght, set over 58,000 sq.ft the Tallaght flagship is only 20 minutes' drive from the centre of Dublin. Approximately 2.3 million people in Ireland live within 20kms of one of the 16 Irish stores.

(Katie Page)
In October this year, the Harvey Norman Malaysian flagship relocated from Ikano to the Mid Valley Shopping Centre making national headlines.
"Audio grab from TV3 in Bahasa and Harvey Norman mention"
Mid Valley was chosen for its central location in Kuala Lumpur and sits within one of Malaysia's largest shopping centres.

(Bernice Kwok)
Mid Valley MegaMall with an estimated 17 million visitors per annum. Remarkable from a national population of 34.1 million people. The new Malaysian Flagship has expanded its footprint to 61,000 sq.ft.

(Katie Page)
After a four-year search, Harvey Norman expanded its UK footprint in October with the launch of our first English flagship at Merry Hill Shopping Centre. The opportunities in Birmingham and the wider West Midlands were simply too strong to pass up. As a key region for the UK economy, the West Midlands aligns perfectly with our vision and priorities.
The Harvey Norman Merry Hill flagship is built to impress, with an architecturally-designed exterior and an inviting, dynamic interior - customers are motivated to keep returning once they understand the extent of the Home and Lifestyle offering. It's a destination designed to elevate the retail experience and set a new standard in the UK

(Lachlan Roach)
The West Midlands region is home to 5 million people. Located within the Merry Hill shopping centre, Harvey Norman's UK flagship covers a footprint of 57,000 sq. ft in a precinct that is ranked in the top ten UK shopping centres, with an annual footfall of 20 million. The opportunity within the West Midlands is so compelling, Harvey Norman just confirmed it will open a second store within the growing region.

(Katie Page)
Large-format home and lifestyle stores thrive in communities with supportive economies, strategic regional planning, and efficient transport and logistics systems. Rather than replacing physical shopping, online retailing complements our stores, providing customers the flexibility to browse, order, and pick up where and when they choose.

Across our eight countries, Harvey Norman's omni-channel model - integrating both physical stores and online services, remains a proven blueprint for sustainable retail growth, adapting to meet customer needs in a dynamic retail landscape.

Each flagship store reflects our dedication to making a lasting impact. Powered by expert teams and driven by an understanding of the customer in each of the eight countries, Harvey Norman will continue to scale for real growth.

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