



# ANNUAL MEETING

## 20 MAY 2021

# WELCOME

**B** BRISCOE  
GROUP LIMITED

# PROXIES

## Resolution 1

For	Discretion	Against	Total Votes (% of issued capital)
180,792,628	855,771	669	181,649,068
99.53%	0.47%	0.00%	81.62%

## Resolution 2

180,792,797	855,771	500	181,649,068
99.53%	0.47%	0.00%	81.62%

## Resolution 3

9,145,264	724,486	102,880	9,972,630
91.70%	7.26%	1.03%	4.48%

## Resolution 4

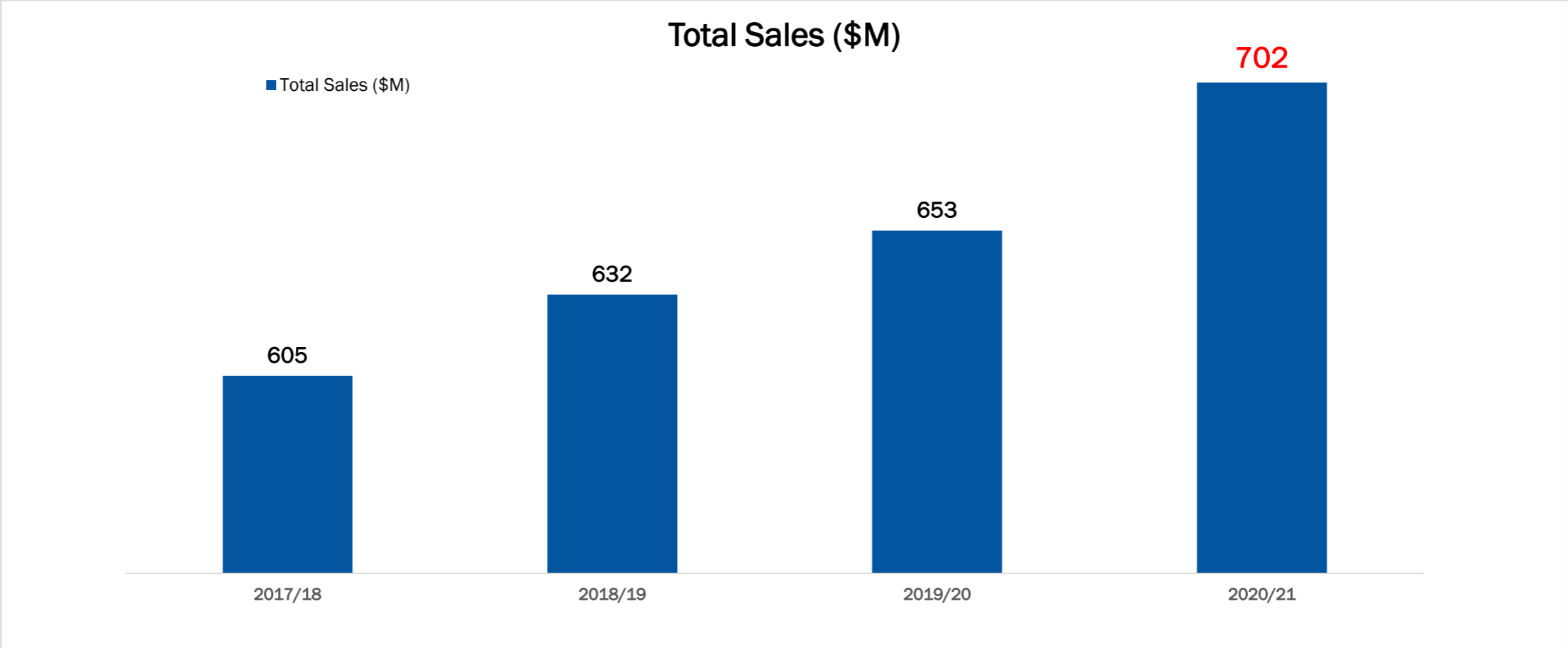
180,754,534	856,321	13,713	181,624,568
99.52%	0.47%	0.01%	81.61%

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# YEAR END JANUARY 2021



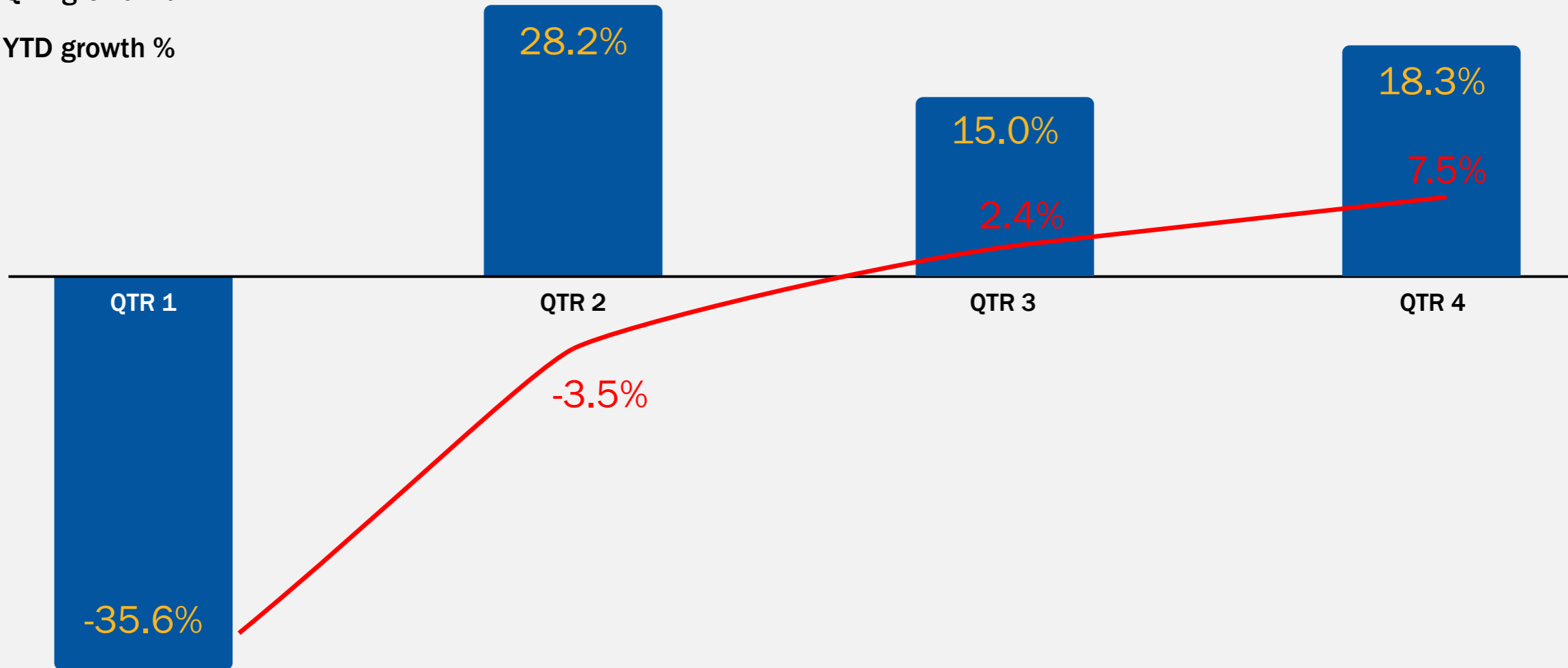
# Sales



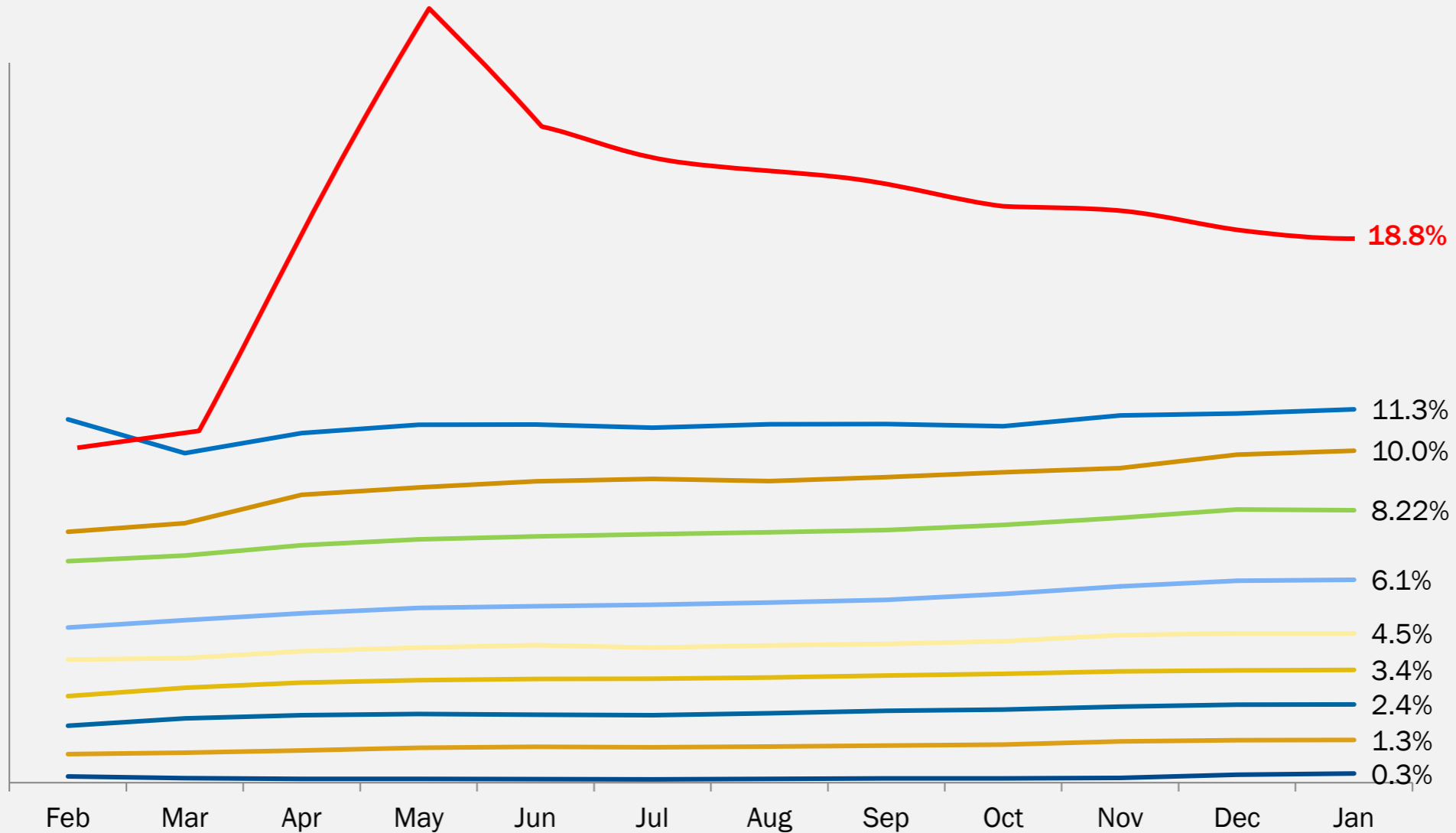
# Quarter growth pattern (%)

■ = QTR growth %

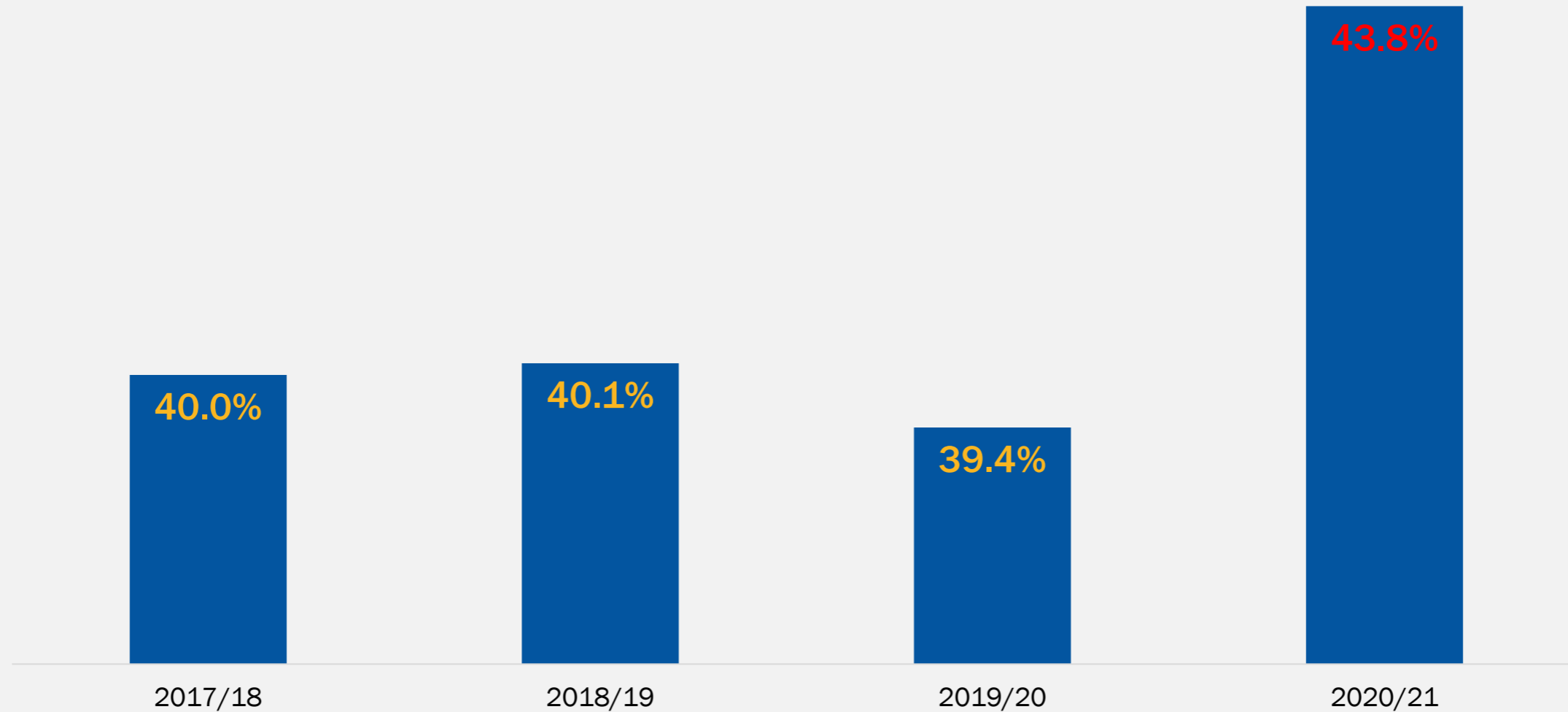
■ = YTD growth %



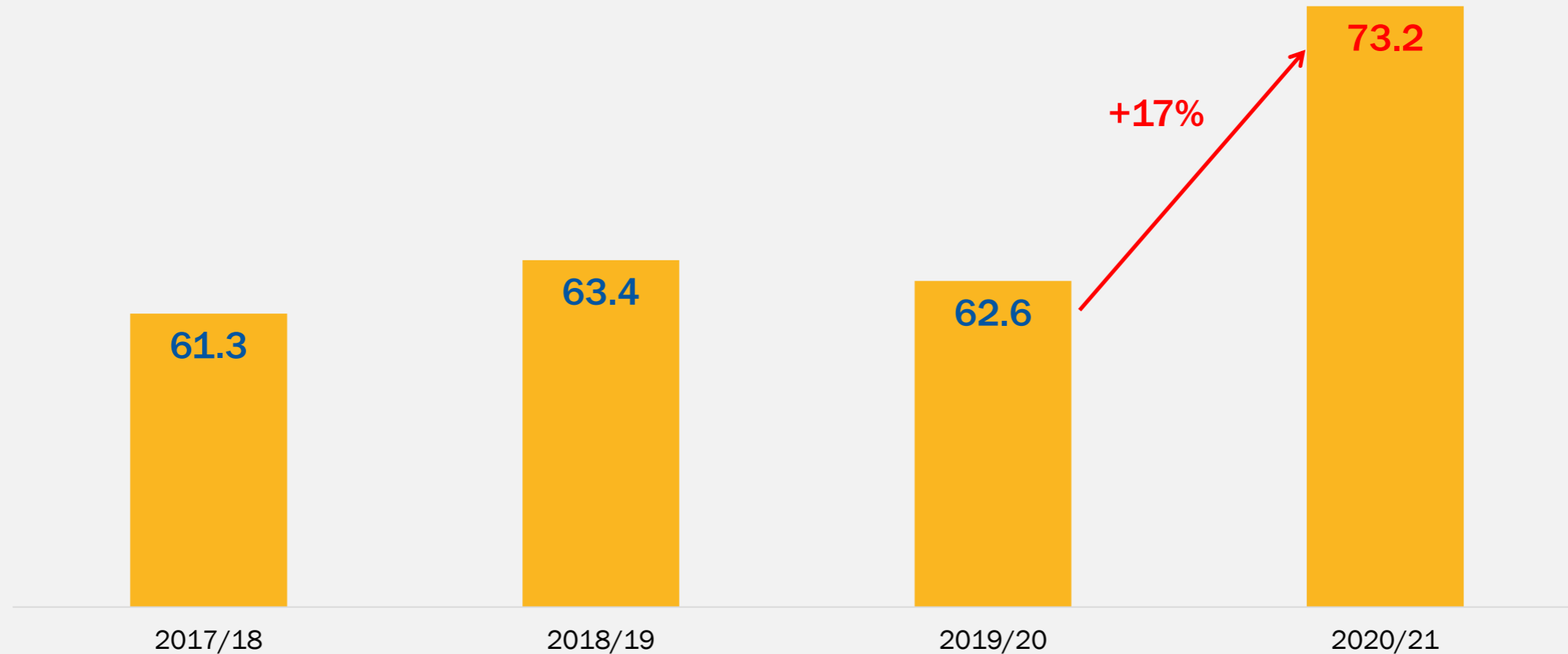
# Online sales YTD mix



# Group gross profit %



# Group Net Profit After Tax (\$million)



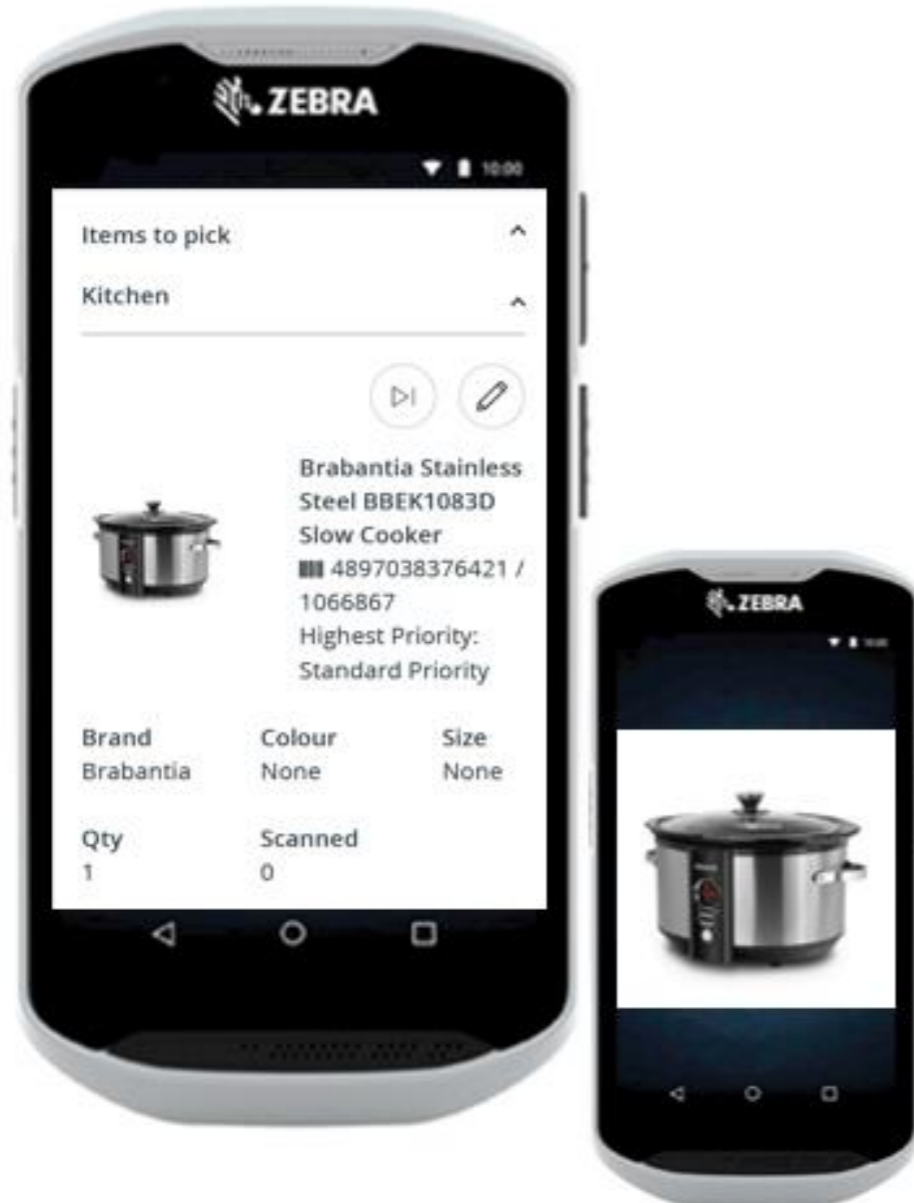


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# STORE OPERATIONS



# Digitally enabling our team



ZEBRA handheld wireless devices deployed in all stores

Digitised the picking process for fulfilling online orders

Developed agile queue busting technology

Mobilised our retail team with 'on-the-go' applications

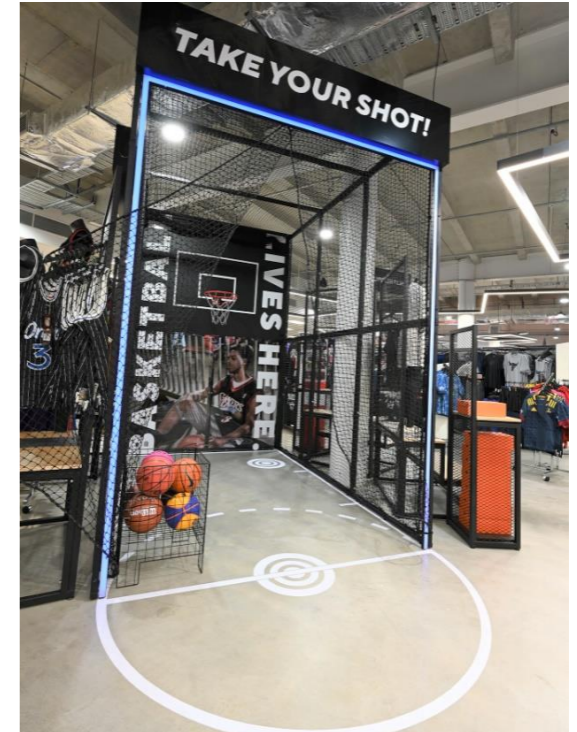
Upgraded our inwards goods tech & streamlined receiving

Scoping for phase two requirements is well underway!

# New Briscoes format



# New Rebel format





# OUR STRATEGIC PLAN



# Our digital progress:

New inhouse capability developed

Introduced online story telling

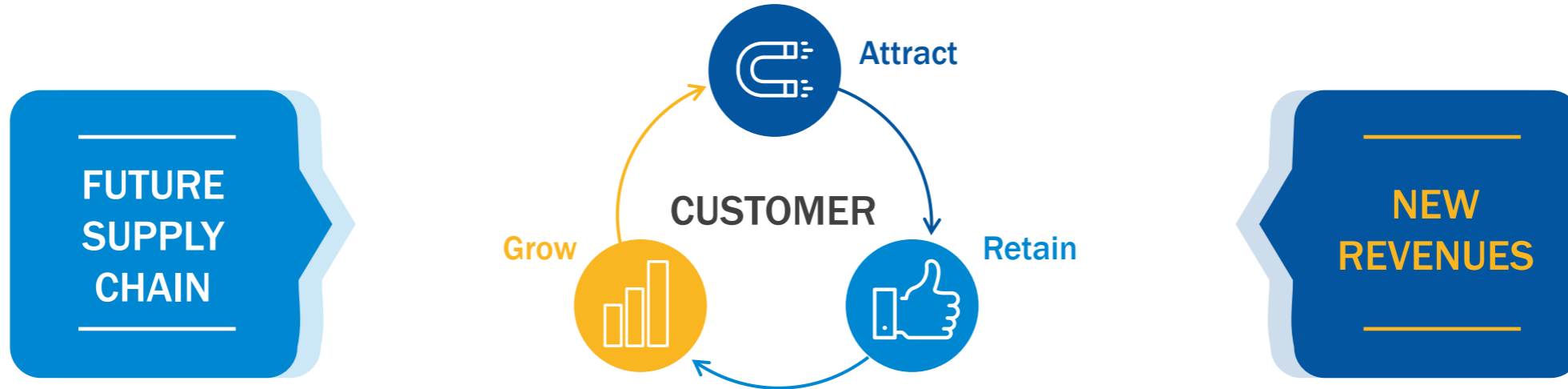
Key focus on user experience optimizations

New marketing automatization email platform deployed

Fast agile development approach introduced



# Strategic plan for 2020-2023



 Market Leading Trusted Brands

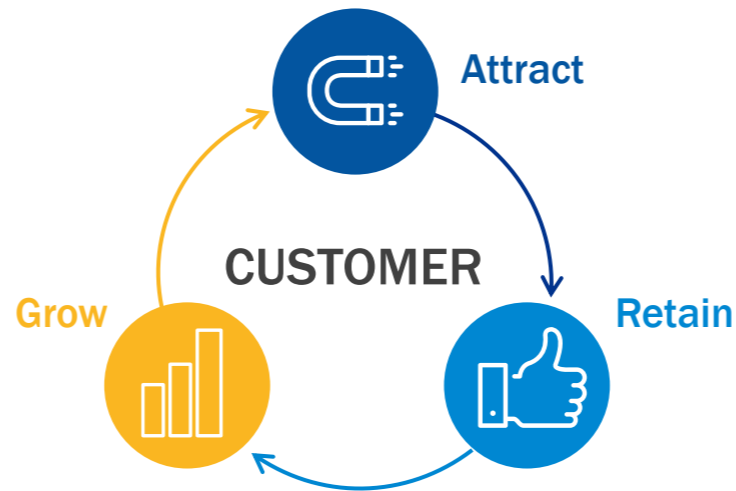
 Strong Supplier Partners

 Our People

# Good progress on strategic program: Customer

## 2020/21 ACHIEVEMENT

- Completion of online re-platform
- Creation of customer segmentation analytics. Providing a deeper understanding of customer behavior.
- Nationwide rollout of Click and Collect
- Increased customer satisfaction levels, Briscoes up to 75 (up 1.2 on Ly) and Rebel 63 (up 3.8 on Ly)
- Implemented a new contact center platform, to improve post purchase experience.



## KEY FOCUS AREAS FOR 2021/22

- Leverage customer segmentation and new email automation tool to drive increased visit frequency
- Deliver mobile solutions for store team members and reinvest time to increase customer service levels
- Increased speed of development for customer experience enhancements both in store and online
- Increase the number of stores that can fulfill online orders.



# Good progress on strategic program: Future Supply Chain

## 2020/21 ACHIEVEMENT

- Enhanced our inbound freight process to improve availability in South Island stores.
- Developed enhanced analytical tools to improve our size availability in Rebel
- Developed new promotional analytics to increase margins.
- Delivered digital picking for online orders



## FUTURE SUPPLY CHAIN

## KEY FOCUS AREAS FOR 2021/22

- Enhance all stages of the merchandise process, including seasonal and promotional buy process, allocation and replenishment to drive increased margins.
- Launch our DC online fulfilment pilot. To create a hybrid fulfillment model.
- Increase on-shelf availability through new analytical software
- Complete future DC network modelling analysis. To define if a new Distribution center is required.

# Good progress on strategic program: New Revenues

## 2020/21 ACHIEVEMENT

- Completed the software development for Drop shipment extended ranging.
- First suppliers live for Briscoes and Rebel.
- Identified new product categories to complement our existing ranges.

## NEW REVENUES

## KEY FOCUS AREAS FOR 2021/22

- Roll-out Drop shipment to top 20 suppliers.
- Implement an enhanced omni channel gift card solution.
- Proactively reviewing new retail brand opportunities.



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# THANKYOU

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