



NONI B GROUP

## INVESTOR PRESENTATION

HALF 1 2018



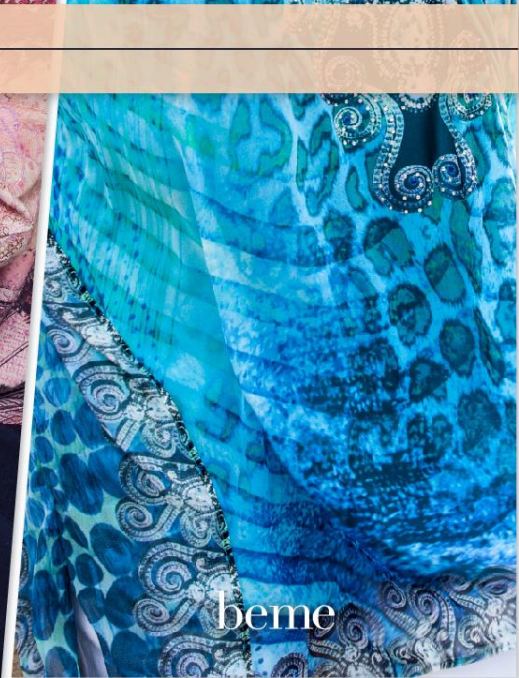
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REVENUE  
**+ 35.1%**  
\$193.2 M

LIKE FOR  
LIKE  
SALES  
**+ 3%**

NPAT  
**+ 380%**  
\$11.8 M

EBITDA  
**+ 54.5%**  
\$22.1 M

INTERIM  
DIVIDEND

**9c**

FULLY  
FRANKED

CASH  
BALANCE

**\$34.1 M**

at DEC 31<sup>st</sup>

ONLINE  
SALES

**4.9%**

of TOTAL  
SALES





## CONTENTS

1. HALF YEAR REVIEW
2. FINANCIAL OVERVIEW
3. TRADING PERFORMANCE
4. BALANCE SHEET
5. KEY GROWTH STRATEGIES
6. CULTURE & VALUES



## HALF YEAR REVIEW

**“Successful execution of the integration and growth strategies previously outlined to shareholders have delivered a strong financial result”**

- Group total revenue increased to \$193.2m
- Like-for-Like sales growth of 3%
- Underlying EBITDA increased by 54.5% to \$22.1m
- Underlying pre-tax profit increased to \$17m
- Statutory after-tax profit increased to \$11.8m
- Earnings per share increased to 14.7cents
- Group store network increased to 642 stores
- Cash-on-hand of \$34.1 million (net-cash after debt \$12.6m)
- Interim dividend of 9.0 cents per share declared (fully franked)

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# FINANCIAL REVIEW

	H1 FY18	H1 FY17	%	FY 2017 53 WEEKS
<b>REVENUE</b>	\$193.2m	\$143.0m	<b>+35%</b>	\$316.8m
<b>GM</b>	\$124.9m 64.6%	\$92.1m 64.4%	<b>+36%</b>	\$202.0m 63.8%
<b>UNDERLYING EBITDA</b>	\$22.1m	\$14.3m	<b>+55%</b>	\$22.9m
<b>UNDERLYING PBT</b>	\$17.0m	\$10.1m	<b>+69%</b>	\$11.4m
<b>NPAT</b> Restructuring costs are inc. in 2017	\$11.8m	\$2.5m	<b>+380%</b>	\$3.3m
<b>RESTRUCTURING COSTS</b> Pre-Tax	Nil	\$5.4m	N/A	\$5.5m

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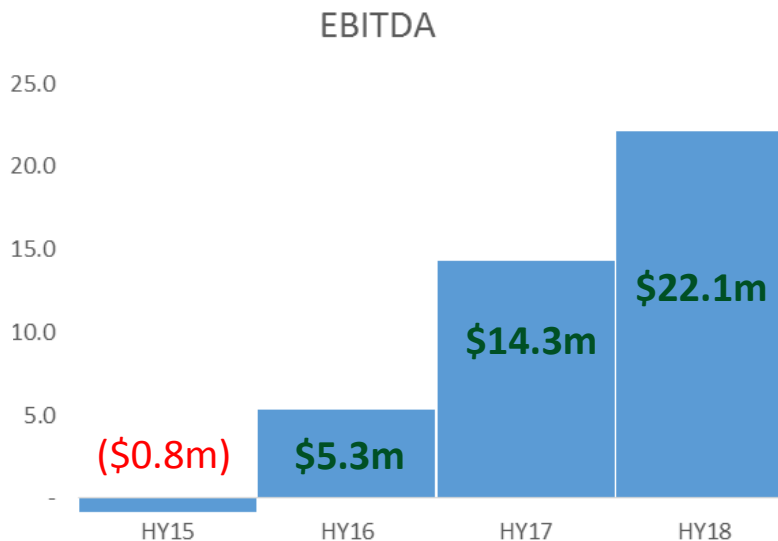




## TRADING PERFORMANCE

**“While Noni B typically generates a greater proportion of the year’s sales and earnings in the first half, the company is confident it is well placed for the second half, including preparations for the all-important Mother’s Day trading Period”**

- Like-for-Like sales year to date end of December +3%
- February to date Like-for-Like sales maintained at +3%



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# BALANCE SHEET

	HY18 (\$000)	HY17 (\$000)	HY16 (\$000)
Net Cash	34,063	27,769	16,307
Receivables	5,453	5,552	477
Inventories	35,376	30,431	10,053
Derivatives	9	79	-
Other	553	889	-
<b>Total current assets</b>	<b>75,454</b>	<b>64,720</b>	<b>26,837</b>
Property Plant & Equipment	32,264	30,036	5,724
Intangibles	75,930	74,798	-
Deferred tax asset	16,449	12,755	3,580
Other	105	137	169
<b>Total assets</b>	<b>200,202</b>	<b>182,446</b>	<b>36,310</b>
Payables	57,082	49,043	18,266
Borrowings	2,729	4,479	60
Tax liabilities	6,698	3,990	-
Provisions	9,244	9,897	4,409
Derivatives	365	615	-
Other	5,845	4,079	-
<b>Total current liabilities</b>	<b>81,963</b>	<b>72,103</b>	<b>22,735</b>
Borrowings	18,319	24,798	-
Deferred tax liability	11,933	11,114	34
Provisions	1,255	1,418	722
Other	14,780	11,691	508
<b>Total liabilities</b>	<b>128,250</b>	<b>121,124</b>	<b>23,999</b>
<b>Net assets</b>	<b>71,952</b>	<b>61,322</b>	<b>12,311</b>

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# KEY GROWTH STRATEGIES





# GROWTH PLAN

“Our focus on ensuring our customers are at the heart of everything we do underpins our strategies and initiatives which are executed by our great teams in stores and the support centre”

ONLINE		BUSINESS IMPROVEMENT THESIS	
Single Platform	✓	Store Roll Out	ONGOING
Fulfilment Capacity	✓	Like-for-Like Sales	ONGOING
Cross Brand Offering	✓	CODB	ONGOING
Complimentary Products	✓	Accessory Expansion	✓
Click & Collect Online & in-Store	IN PROGRESS	Store Stock Density	✓
Category Expansion	ONGOING	Customer Experience	ONGOING

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# ONLINE GROWTH

SALES INCREASED BY  
IN H1 18

**70%**



## ONLINE VISITS

GREW BY **+45%**

VS. LAST YEAR



## WE DELIVERED

**139K**

ORDERS IN H1



## ONLINE SALES

WERE **4.9%**

OF GROUP SALES  
IN H1 18 (3.1% IN H1 17)

## CUSTOMERS SERVED

**74%**

YTD INCREASE ON  
LAST YEAR (H1 17)



## MOBILE SALES TRAFFIC GREW BY

**132%**

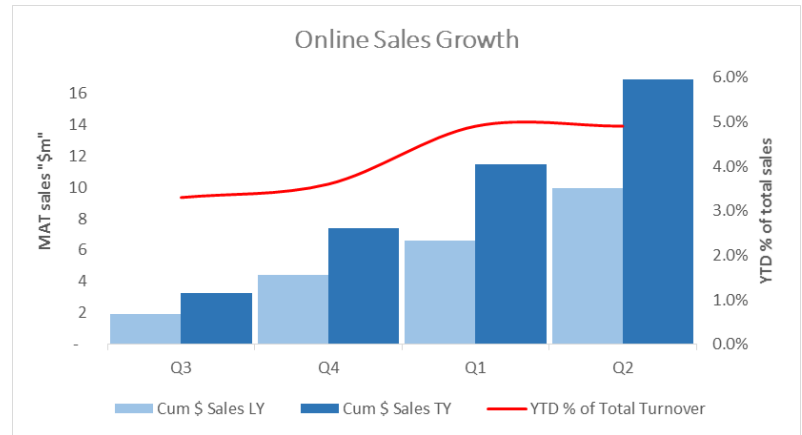
ON LAST YEAR



## PURCHASE FREQUENCY

**18%**

IN H1 18 VS.  
LAST YEAR (H1 17)



**“Online continues to be a significant opportunity for the Group and we are seeing immediate returns on the investments made”**

- Team
- Fulfilment capacity
- Single platform
- Complimentary products (consignment)
- Cross brand offerings

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# STORE GROWTH

## “The Group continues to invest in expanding and improving its store portfolio”

- 28 net stores opened across the group in 1<sup>st</sup> Half FY18 taking the total store portfolio to 642
- Further opportunity for expansion in H2 exists, subject to achieving appropriate commercial terms



	START	CLOSED	OPENED	DEC FY18
ROCKMANS	283	5	15	293
NONI B	228	5	5	228
W.LANE	78	2	18	94
BEME	25	2	4	27
	614	14	42	642

NEW STORES COMMITTED			
	MARCH	MAY	SEPT.
ROLLOUT	4	1	2
CUMULATIVE	4	5	7

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# STORE EXPERIENCE

“Continual focus on transforming our customers instore experience by creating emotionally engaging propositions through various in store treatments”



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# ACCESSORIES GROWTH

“From April 2018 the Group will increase its offering in Accessories 3 fold”

Current



April 2018



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# CULTURE & VALUES



CUSTOMERS ARE AT THE HEART OF EVERYTHING WE DO



INSPIRE AND MOTIVATE EACH OTHER



OWN WHAT YOU DO



GO ABOVE AND BEYOND



KNOW AND SHARE AND TALK MORE

*“ Living our purpose  
with shared values  
and behaviours. ”*

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“We put the customer at the heart  
of everything we do.

We believe in delivering consistent  
growth with a core focus on service,  
execution and differentiation.

We drive for growth.

We drive for success.

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SCOTT EVANS

CHIEF EXECUTIVE OFFICER

