

GUD Holdings Limited

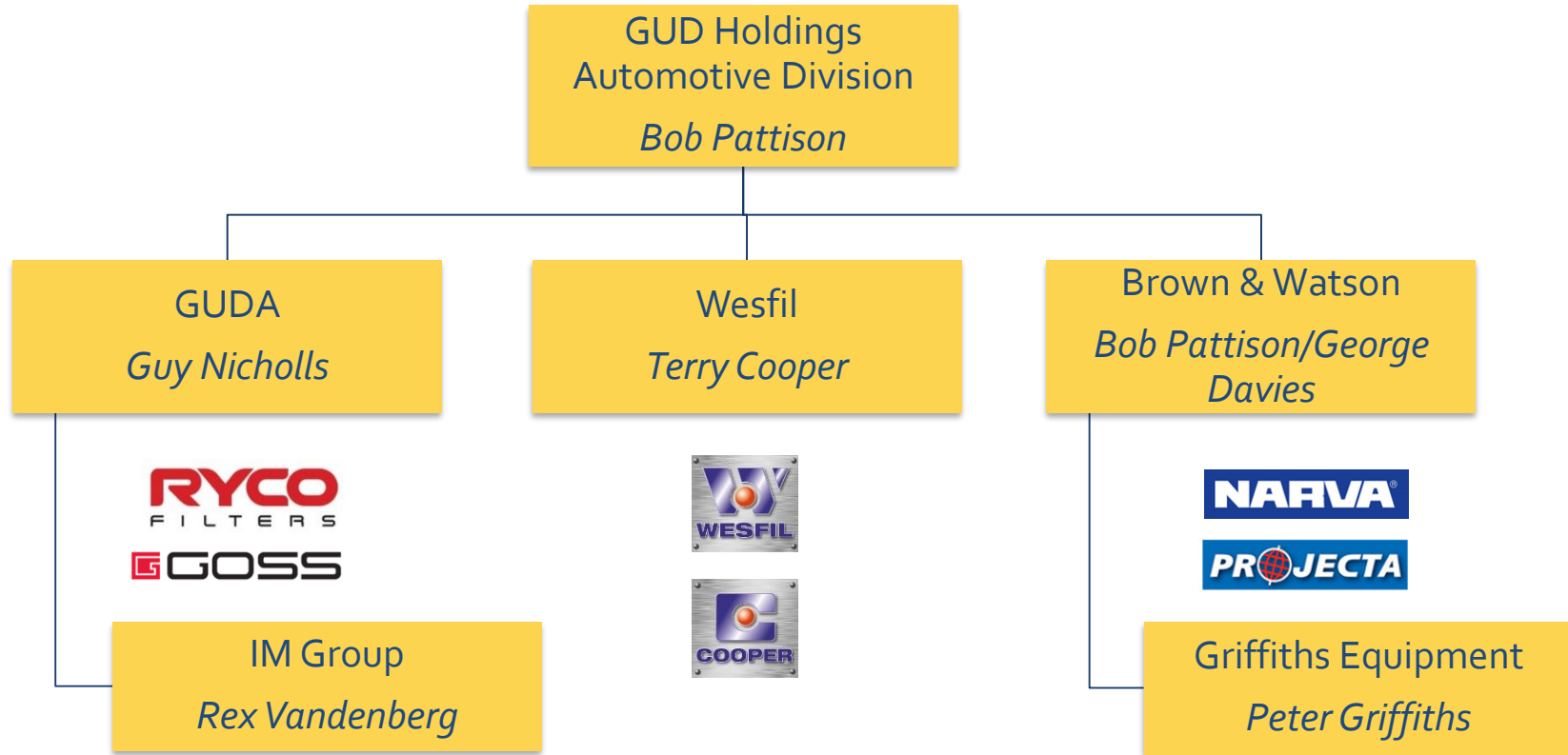
Investor Day 10 May 2017

Jonathan Ling

Managing Director



Automotive business structure





Brown & Watson Investor Day – May 2017

Bob Pattison
Chief Executive

Where we left off last year....

- Growth direction and strategy was a work in progress
- Targeting sustainable 8-10 % plus revenue growth whilst maintaining profitability
- Business diversity (product & sales channels) provides many opportunities:
 - Market share growth opportunities in selected sales channels
- Further opportunities arising from technological change – e.g. lighting - halogen to LED, battery power - lead acid to lithium
- GUD-driven innovation model will uncover other avenues for growth

Sustainable 8-10% revenue growth

- Year-to-date sales up 10% on FY16
- Principal factors driving sales increase:
 - 2016 Narva catalogue new product sales momentum
 - Substantial contribution from recently introduced Projecta lithium jump starters
 - Expanded distribution in 4WD enthusiast channel
- Further sales growth to come from:
 - Projecta brand catalogue, introduced April 2017
 - OEM supply contracts
 - Tier 1 auto brand – supply of driving lights and light bar pre-delivery fitment
 - Supply of lighting solutions to major truck OEM new model launch



Examples of new products since last Investor Day



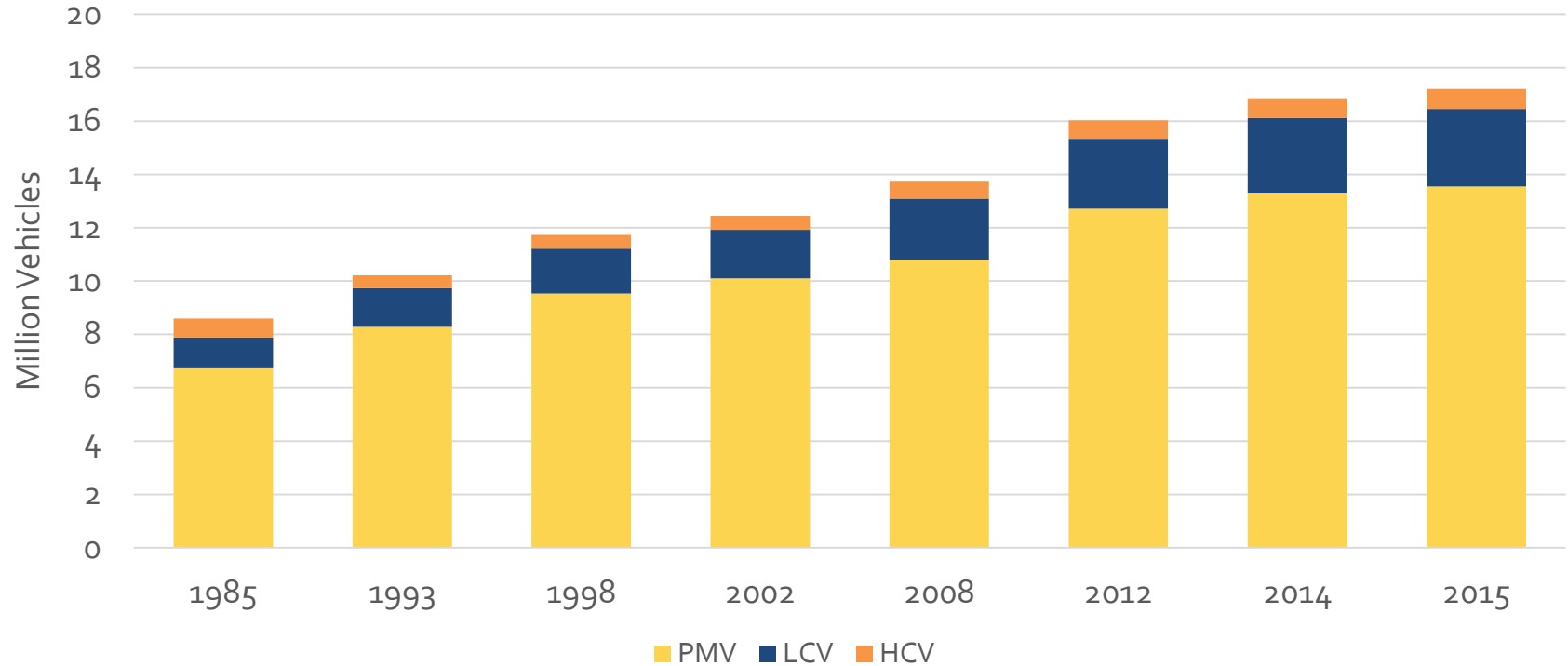
Examples of new products since last Investor Day



NARVA®

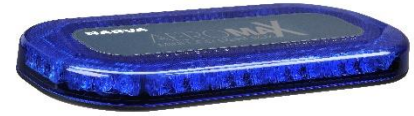
THE VISION TO GO FURTHER

Car numbers underpin sales growth



New area of activity – Emergency Services Lighting

- Market segment worth around \$48 million annually
- BWI has negligible market share in “red & blue” lighting
 - Traditionally BWI has only sold amber lighting
- Opportunity taken to become more active in this segment:
 - Secured Australian distribution for Federal Signal range of specialist products for this segment
 - Employed dedicated sales and product specialists to secure opportunities in this market



Griffiths Equipment acquisition

- Griffiths Equipment (GEL) commenced trading in 1960 and was acquired by GUD on 1 October 2016
- Managed distribution of Narva and Projecta brands in the New Zealand market for 30 years
- GEL is a separate business active in a broad range of automotive accessories including:
 - air fresheners, audio, adhesives, automotive chemicals, seat covers and wipers
- Primary sales base is New Zealand with a small footprint in Australia
- On track to deliver sales growth and margin Sales \$8m sales

Sales channel opportunities identified

Segment	Segment Value \$m	BWI Current Share
Segment 1	\$84	4%
Segment 2	\$80	20%
Segment 3	\$49	15%
Segment 4	\$48	0%
Segment 5	\$38	2%
Segment 6	\$37	65%
Segment 7	\$30	25%
Segment 8	\$29	10%
Segment 9	\$28	80%
Segment 10	\$27	40%
Segment 11	\$16	25%
Segment 12	\$14	70%
Segment 13	\$13	20%
Segment 14	\$8	5%
TOTAL	\$500	

Outlook

- New product/channel momentum underpinning delivery of solid sales growth
- Opportunities to grow in under-represented segments with targeted product and service offerings
- Substantial potential in Projecta brand
- Growth potential for GEL range in the Australian market
- Target of double digit sales growth is achievable

CORGHI

RETRAC

BWI
BROWN & WATSON
INTERNATIONAL PTY LTD

PROJECTA

TAIWAN

NAFVA

**ENGINEERED
IN AUSTRALIA FOR**

FAMILIES GREY NOMADS 4X4ERS FARMERS TRUCKERS



TRIDON

TRIDON

KIOSK

**NAFVA
ULTIMATE
215**

**NAFVA
ULTIMATE
215**

CELEBRATING 80 YEARS YOUNG



Investor Day 2017

Guy Nicholls CEO

RYCO
F I L T E R S
THE PROFESSIONALS CHOICE

Progress Update

- 2016 investor day reported our traditional net sales CAGR averaged 7% and 6% EBIT
- The challenge set was to increase both sales and profit by double digit
- We are on track to deliver this result in FY17

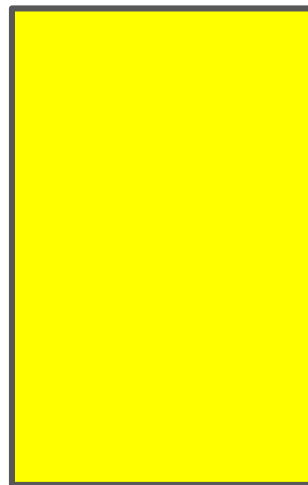
3 Key Pillars



Passenger
Vehicle



Heavy
Duty



Engine
Management

Passenger Vehicle

Market share both in Australia and New Zealand continues to increase due to:

- New part numbers – over 250 released in FY17
- Record customer acquisition program results (Conquest)
- Increasing Diesel Particular Filter (DPF) program sales
- More complimentary tool programs launched
- Increased Syntec oil filter program range and sales
- Microshield cabin filter program gaining traction
- Largest Australian and New Zealand product catalogues covering over 300 new part numbers and over 10,000 updates
- New CRM package launched to Sales and Marketing teams

New Catalogues in 2017



- 20,000 printed
- Australia 500 pages
- New Zealand 750 pages
- Weighs over 2.2kg
- Includes all Ryco products
- Includes new marketing pages
- Compliments Website and App



- Euro specific catalogue
- Targeting Euro specialist DIFM workshops

Commercial Filtration (HD)

- Focus in FY17 has been Japanese Trucks (LCV)
- 44% sales increase in Japanese truck filter sales
- Truckline sales increasing
- Traditional customer sales increasing (councils, specialist workshops etc.)
- National, state and local fleets mixed between trialling and now using
- Agricultural program focus
- Share still low, opportunity still high

Dedicated resources moving forward:

- Appointed Sales Manager
- Recruiting national Business Development Manager team

Engine Management and Electronic

Goss consists of: Fuel Pumps, Ignition Coils, Oxygen sensors, Cam and Crank sensors, hose and chemical products

Goss brand has had a record year:

- Increased range
- New programs
- Increased marketing
- New Customers

To be the market leader in Engine Management and Electronic components within a short timeframe we needed to look at acquiring another business

Engine Management and Electronic

- IM Group markets and sells products in the automotive aftermarket using brands: Injectronics, Genuine OEM Parts, MAP and RAE
- Activities and products include:
 - Repair and re-manufacture of automotive electronic component
 - Aftermarket ignition and sensors products, replacement keys and remote controls
- IM Group will benefit with Ryco pull through and marketing effort

Goss and IM Group together will form Australia's largest independent Engine Management and Electronic aftermarket company

Engine Management and Electronic

Injectronics

Remanufactured Automotive Electronics & Mechatronics



*Highest Quality Aftermarket
Ignition & Sensors*



*Genuine OEM Engine
Management Parts*



*Button, shell & complete
remote replacements*



*Fuel Management
products*





RYCO DRIVE-IN

RYCO
REPLACEMENT
CARTRIDGES

RYCO
REPLACEMENT
CARTRIDGES

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F15 HOT WIRE - MIDTRONICS

ACL Bearing Company

JAPANESE TRUCK KITS

RYCO
REPLACEMENT
CARTRIDGES

NEW FILTERS

RYCO
REPLACEMENT
CARTRIDGES

RYCO
REPLACEMENT
CARTRIDGES

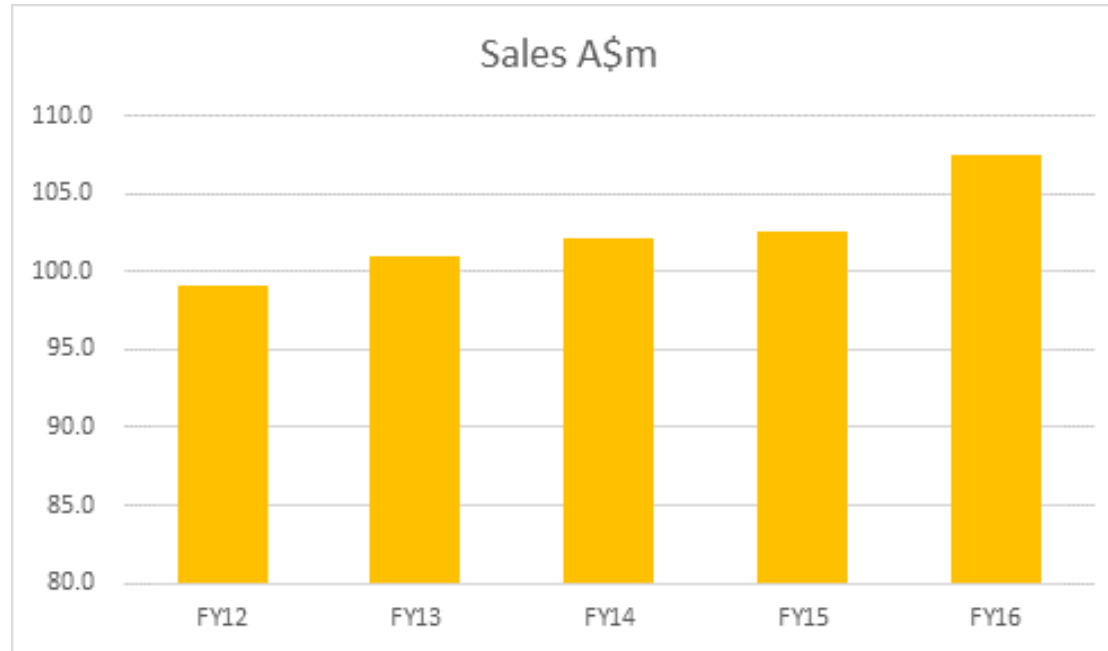
RYCO
REPLACEMENT
CARTRIDGES

Davey Water Products Investor Day – May 2017

David Worley
Chief Executive



Davey profile 1 – sales trend



Depend on Davey

DAVEY

Davey profile 2 – location of sales by product and territory

	Pumps – house & farm	Pool Products	Water Treatment	Other	Total
Australia	37%	9%	8%	13%	67%
New Zealand	3%	<1%	6%	3%	13%
Europe	<1%	5%	<1%	<1%	5%
Export	11%	2%	<1%	2%	15%
Total	52%	16%	14%	18%	100%



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Principal end-use markets served by territory

Australia

- Household non-mains water supply and treatment
- Household portable fire protection
- Farm and irrigation water supply and treatment
- Domestic swimming pools

New Zealand

- Small commercial/industrial/ municipal water treatment projects
- Household non-mains water supply and treatment

Europe

- Domestic swimming pool

Export

- Household water supply

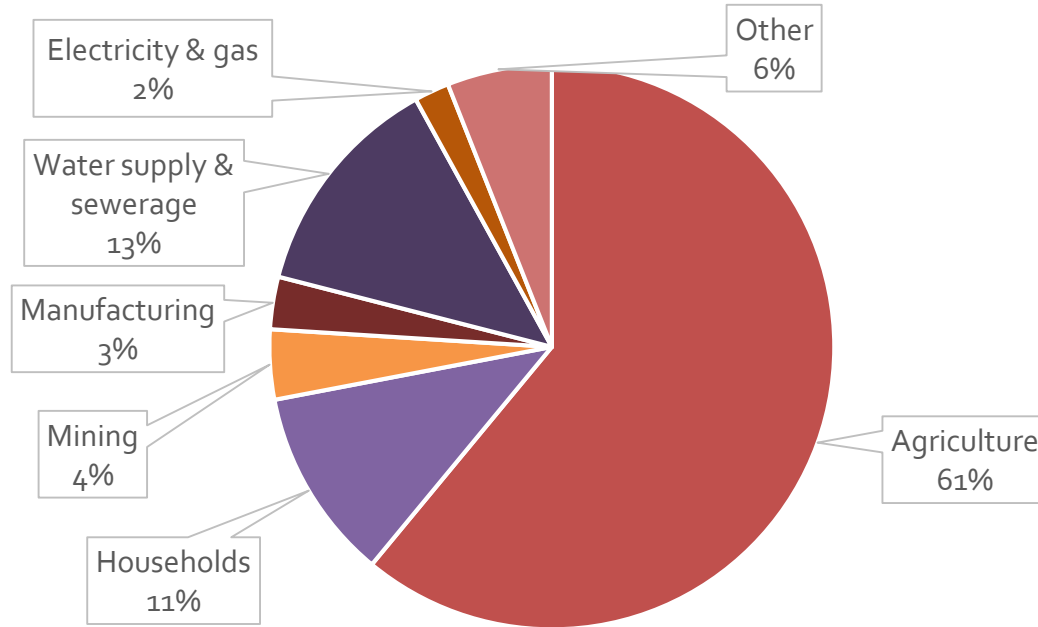


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The Australian water market

Share of water usage by application



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DAVEY

Summary situation

- 💧 Davey is a relatively small niche business operating in a global industry
- 💧 Its core markets are household non-mains water supply, farm/irrigation water supply and domestic swimming pools
- 💧 Davey holds a relatively strong position in the Australian non-mains water supply segment but relatively low market shares in all other market segments and geographies
- 💧 The business has strong relationships with key distributors in export markets
- 💧 Davey has a tradition of innovation (Hydrascan, Torrium, Silensor, Rainbank) but has fallen behind in recent years



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DAVEY



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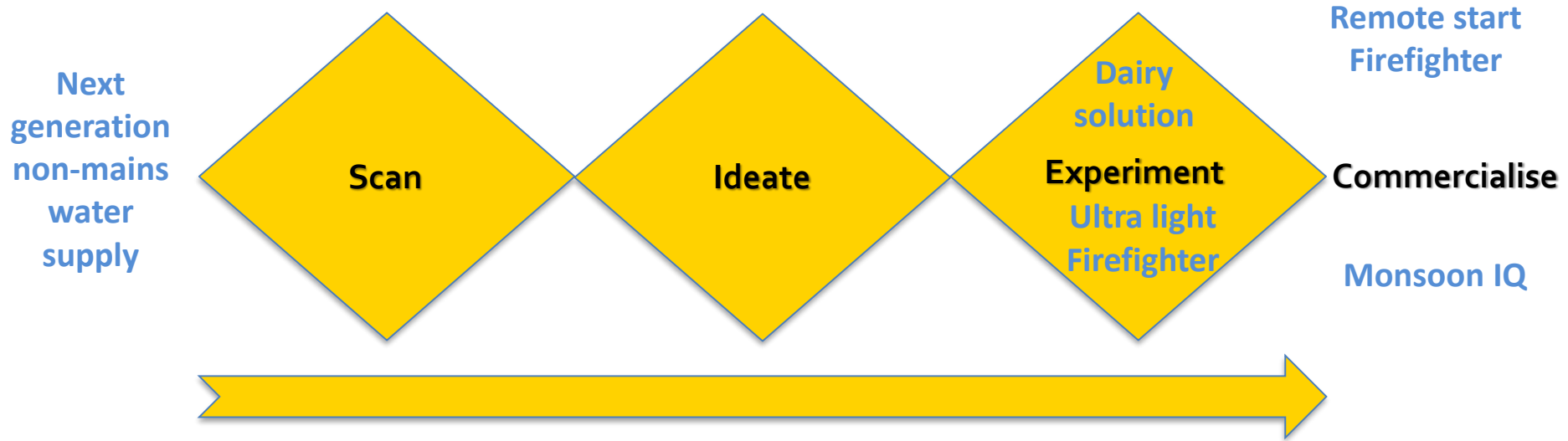
DAVEY



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DAVEY

Davey's recent innovation initiatives

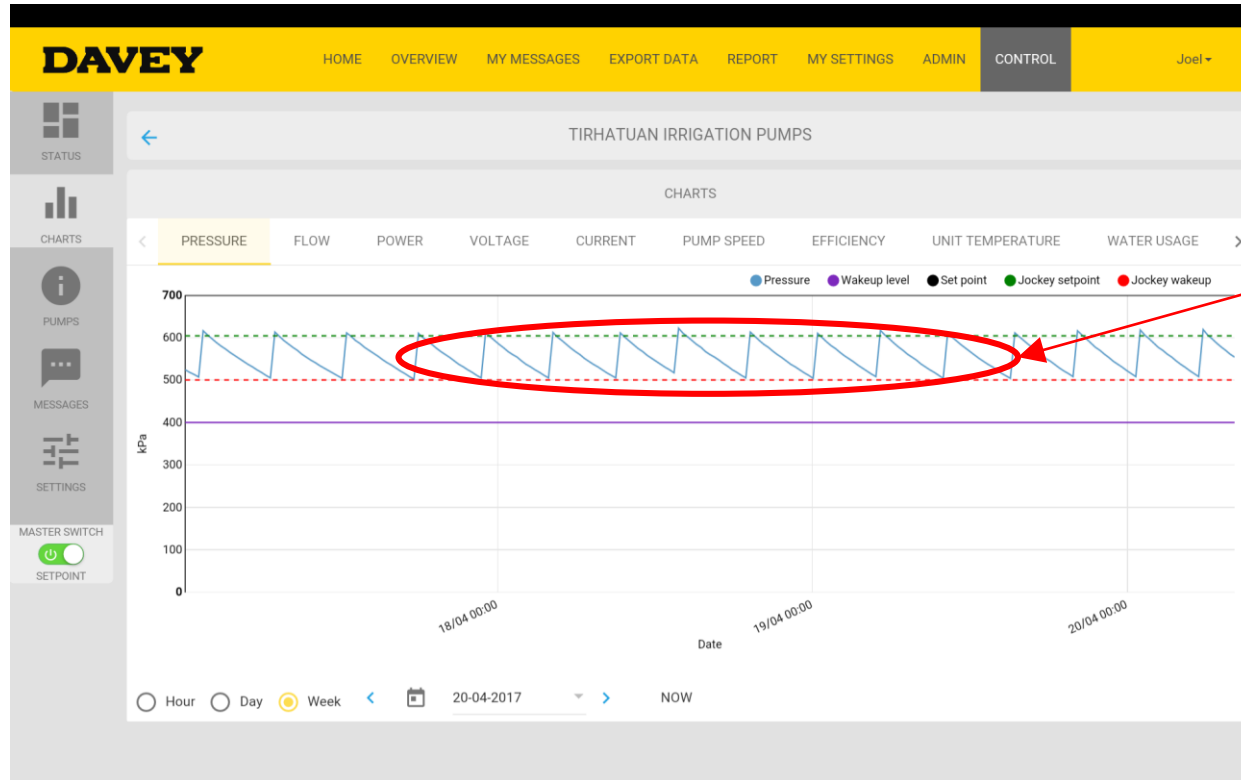


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DAVEY



Monsoon IQ – golf course case study



Leak Found



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DAVEY





Davey's growth agenda

- 💧 Focus on growing niche markets where products have uniqueness:
 - Domestic firefighter
 - Water cooled, quiet pumps
 - Domestic water supply controllers
 - Niche agriculture e.g. dairy
- 💧 Develop integrated and managed product solutions – that is, product eco systems:
 - Davey has a unique portfolio of products and expertise spanning water transfer and treatment, which is now moving into digital monitoring and control
 - The market is seeking system solutions incorporating transfer, treatment and management of water



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DAVEY



GUD Holdings Limited

Investor Day 10 May 2017

