

## THE WAREHOUSE GROUP LIMITED

WELCOMES YOU TO THE  
2002 ANNUAL MEETING



20 Years of  
Bargains

## THE WAREHOUSE GROUP LIMITED ANNUAL MEETING 2002



Presentation by Greg Muir, CEO  
29 November



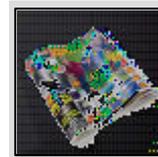
## Group Results: Summary FY02

- Sales up **11.9%** to **\$1.862b**
- Net operating profit after tax up **36.1%** to **\$82.2m**
- EBIT **25.7%** higher to **\$139.2m**
- Total dividends for F02 up **8%** or 1 cent to 13.5c
- EPS up **33.0%** to 27.0 cents
- Net debt down **10.8%** to \$201m
- Inventory and GIT up **10.6%** but inventory and GIT per square metre of retail down 2.9%



"WHERE EVERYONE GETS A BARGAIN"

## Business Unit Overview



"WHERE EVERYONE GETS A BARGAIN"

## Warehouse New Zealand FY02

	FY02	FY01	% ?
Sales (\$m)	1,262	1,167	8.1%
Operating Profit (\$m)	140.1	117.1	19.6%
Operating Margin (%)	11.1%	10.0%	+110 bp

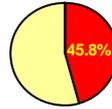
## Warehouse New Zealand

### Market Overview

### Vision

### Strategy

MARKET SHARE



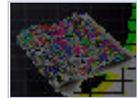
Share up 240bp in F02 to 45.8%

MACRO-ECONOMIC CONDITIONS

Nominal actual sales (excl. auto) grew 7.5% in F02  
Dept store sales grew 2.5%

To be the leading community provider of goods and services for all New Zealanders

- Increase retail footprint by 36% (120,000m<sup>2</sup>) by F05/F06
- 90+ stores by F05 currently 78)
- Enhancement of existing catalogue
- New categories



## Warehouse New Zealand

Where will the growth come from? **Market Share**

### SHARE OF RETAIL

NZ Retail	Made up of...	Warehouse has...	But only...
\$34 billion excluding vehicles, vehicle servicing	Food	32%	8% share of retail market we compete in
	Clothing/footwear	6%	
	Department Stores	8%	
	Furniture/floorings	4%	
	Appliances	5%	
	Hardware	3%	
	Recreational Goods	6%	
	Other	15%	
	Restaurants/takeaways	10%	
	Accommo, hotels & liquor	11%	
	100%		

45.8% share of dept stores

## Warehouse New Zealand

Where will the growth come from? **Property**

### Future Footprint Growth by Region

Region	Future floor space m <sup>2</sup>
Wellington	14,000
Auckland	36,000
Waikato	8,000
Hawkes Bay	8,000
Manawatu	6,000
Canterbury	10,000
Other	23,000
<b>Total</b>	<b>105,000</b>

Targeting 450,000 m<sup>2</sup> of floor space by 2005/06

## Warehouse in the Community

*we are part of your community*

- **Clean Up NZ** - Continued support as a sponsor
  - 2,800 team member involved in 2002
- **School Partnership Programme**
  - Over 20 stores involved
- **Fundraising**
  - Total NZ fundraising support in FY02: \$2.6m
- **All Sites Zero Waste**
  - Achieved September 1st 2002
  - Customer recycling bins introduced
- **Sustainable Building Strategy**
  - Energy management, water reticulation, solar water heating
- **Key 4 Free**



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## Sustainable Retailing

*enormous challenge.....but we have made a start...*

- **Packaging guidelines**
  - Checking top 200 lines
  - Eliminating polystyrene packaging
- **Factory Appraisals**
  - Labour & environmental practices
  - 50 top factories plus incidental visits
- **The Warehouse & Enviro-Mark Supplier Program**
- **FSC timber** (Target 25% outdoor furniture 2002)
- **New Terms of Trade** – published in August 2002
- **Red Edge** (Checkout bags, Returns Project)
- **Kiwimade initiative**



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## Warehouse Stationery FY02

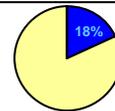
	FY02	FY01	% ?
Sales (\$m)	124.4	93.5	33.0%
Operating Profit (\$m)	4.2	6.5	(35.8%)
Operating Margin (%)	3.4%	7.0%	(360 bp)



WHY PAY FULL PRICE?

## Warehouse Stationery

### Market Overview



■ Est. 18% of market share

MARKET SHARE

MACRO-ECONOMIC CONDITIONS

- Economy grew 2.7% in H102
- Momentum remains strong with slowdown likely in CY03

### Strategy

- Continue evolution from stationery to an office products company
- Establish and grow B2B nationally
- Expand into new segments and geographies
- Enhancement of existing categories
- Reduce CODB
- Potential to grow footprint to 60

WHY PAY FULL PRICE?



## B2B Update - B2B launched October 2002



Key success factors	Measures
Customer acquisition	<ul style="list-style-type: none"> <li>Over 3,000 customers to date</li> <li>Offer is now available from Whangarei to Tauranga</li> </ul>
Sales generation	Gaining traction each month
Market size	Estimated at \$650m - \$700m
EBIT	<ul style="list-style-type: none"> <li>EBIT loss of \$4m in F02</li> <li>Expect EBIT breakeven in F04</li> </ul>



WHY PAY FULL PRICE?

## Warehouse Australia FY02

	FY02	FY01	% ?
Sales (NZ\$m)	476.0	404.5	17.7%
Operating Profit (\$m)	2.6	(1.5)	n.m.
Operating Margin (%)	0.6%	(0.4%)	100 bp



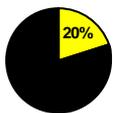
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## Warehouse Australia

### Market Overview

### Strategy

MARKET SHARE



MACRO-ECONOMIC CONDITIONS

- "Bargain sector" est. at \$2bn
- Discount dept store and bargain sector growing faster than traditional dept. stores
- Bargain sector remains fragmented despite recent consolidation

- Store rollout – 20 p.a. for next three years
- Widen merchandise range
- Branding
- Major changes to supply chain to reduce logistics COBB
- Trade two store format successfully



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## Warehouse Australia – Store format comparisons



Year Ended 31 July 2002	ONLY NEW FORMAT TRADING FOR OVER 1 YEAR	NEW FORMAT AND CONVERTED STORES	LEGACY
<b>Store Numbers</b>	13	53	67
<b>Basket Size</b>	\$19.01	\$17.42	\$11.36
<b>Items per Basket</b>	5.6	5.2	4.7

Store numbers at 31.07.02 - 120. Of the 53 new and converted stores, 13 are new format stores that have traded for over 12 months



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## What we have done in the last two years



- STORES**
- 2001 10 new or replacement stores
  - 2002 20 new or replacement stores
  - Plus refitting and rebranding of selected existing stores
  - Floor space up 62,000m<sup>2</sup> or 47% since 1.8.00
  - 44% of chain in new/converted format
- 
- DISTRIBUTION CENTRES**
- Consolidated Victorian logistics at Somerton
  - New Brisbane DC due for completion mid 2003

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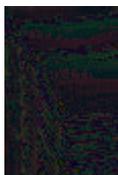


- PEOPLE**
- Major investment in new talent training
  - Integrated people management programme
- 
- MERCHANDISING**
- Sales up 138% or A\$111 since 1.8.00
  - Move from opportunistic buying to core ranges
  - Core ranges increased 120% in F02
  - Active SKU range 20,000 plus
  - 7 merchandise units in place
- 
- OPERATIONS**
- Rebranding continuing
  - Kookaburra mascot
  - Increased multi -media advertising presence

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## Summary

- **Warehouse NZ**
  - Saturation still a long way off
  - Margin opportunities
- **Warehouse Australia**
  - New format is working
  - Three year business retransformation and store rollout programme well advanced
- **Warehouse Stationery**
  - Still a small share of the wider market (ie stationery, office furniture, business machines/consumables, paper)



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## THE WAREHOUSE GROUP LIMITED

THANKS YOU FOR YOUR ATTENDANCE AT THE  
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