

**THE**  
**build**  
by TEMPLE & WEBSTER

Investor Presentation:  
The Launch of The Build | May 2022



# Welcome to The Build by Temple & Webster | [www.thebuild.com.au](http://www.thebuild.com.au)

**Purpose built site**  
focused on the home  
improvement market (in  
scope categories >\$16b)

**Asset light model,**  
with hundreds of suppliers  
and thousands of products  
across multiple categories

**First-stop shop**  
**with core pillars**  
of large range, great value,  
inspirational content &  
advice

**Targeting renovators,**  
**builders and tradespeople**  
and digitally native  
customers

The screenshot shows the homepage of 'THE BUILD' website. At the top, there is a navigation bar with a search bar, 'Trade + Commercial' link, 'Brands' link, and 'Sale' link. Below the navigation bar, there is a main banner for 'WELCOME HOME' with the tagline 'YOUR RENOVATION DESTINATION' and a '\$20 GIFT CARD WHEN YOU JOIN OUR MAILING LIST' offer. The banner features a kitchen scene and a 'QUICK & EASY WEEKEND RENO' promotion with a 'SHOP NOW' button. Below the banner, there is a 'Top Categories' section with circular icons for Bathroom, Kitchen, Laundry, Curtains & Blinds, Lighting, Wallpaper & Decorating, Heating & Cooling, New Arrivals, and Sale.

# Australia is a nation of home renovators

9+ million homes, with  
66% owner-occupier

40-60% home owners undertake  
or plan to undertake a design  
project each year



>\$1b approved renovations occur  
each month nationally (based on  
council approvals)

Projects include minor repairs,  
painting, new bathrooms/kitchens,  
redecorating (eg new floorboards),  
to complete build/extensions

Intermediaries play a significant  
role (designers, decorators,  
builders, tradespeople)



Renovators skew older  
and are more evenly split  
between genders  
(vs. furniture & homewares)

# The Home Improvement market is a massive market, with more than \$16B in scope



## Categories within scope – "front of wall"



Plumbing fixtures

Window furnishings

Flooring

Garden & landscaping

Blinds & awnings

Tiles

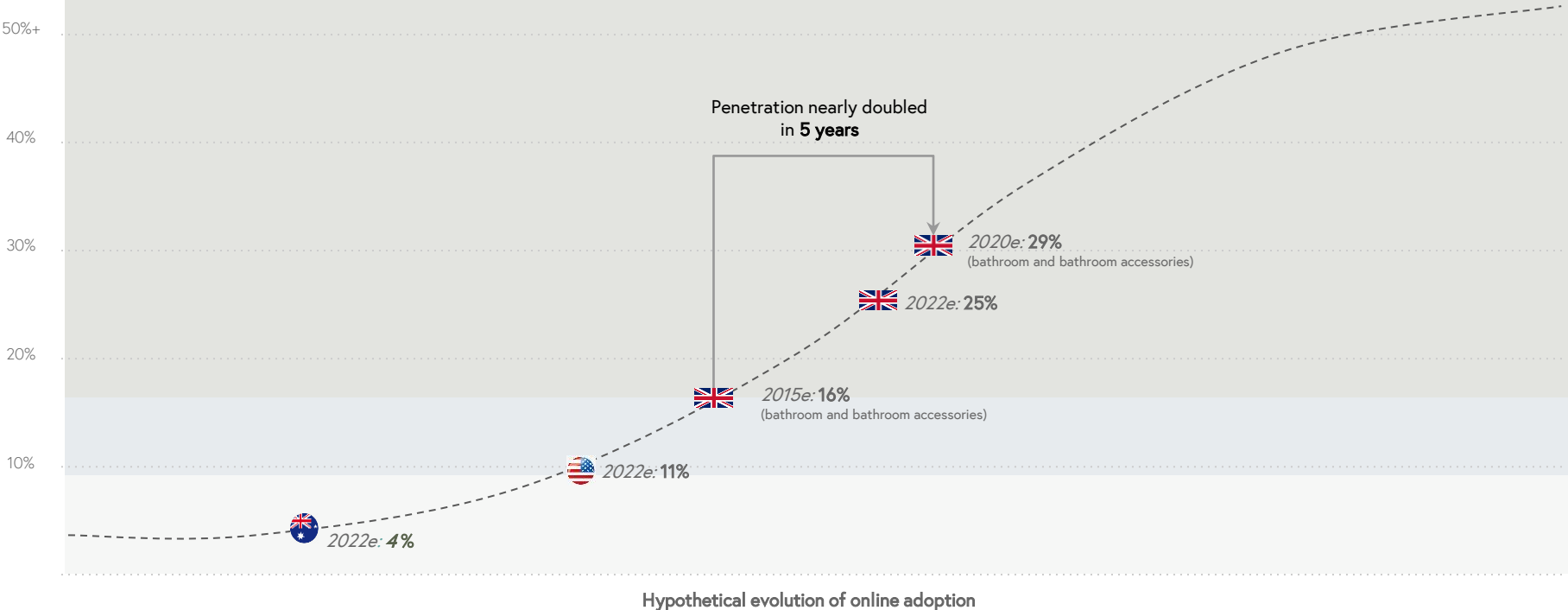
Paint & supplies

Tools & equipment

Other products

# Australian online penetration in the Home Improvement market is much lower than overseas

## Estimated online penetration in the Home Improvement market, selected countries



Source: Euromonitor International Limited; Home and Garden 2021 & 2022 / Retailing 2021 & 2022, TPW estimates

# And while there are many players operating in the space, The Build will provide a compelling online-only renovation first-stop shop

Comprised of traditional bricks and mortar stores that specialise in renovation

Broad

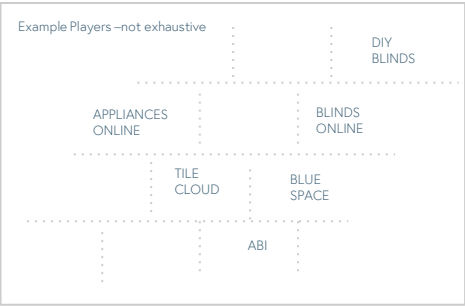


**ONLINE-ONLY WITH LARGE CROSS CATEGORY RANGE**

FOCUS

Made up of many smaller scale independent business operators

Niche



Online landscape is highly fragmented, mainly made up of many small operators

Store-first

Online-first

CHANNEL

# The Build is a natural extension for Temple & Webster

## Ecommerce Expertise

- Ecommerce experts having already built the largest online only player in the Australian furniture & homewares market
- Key competencies around digital marketing and technology
- Leveraging purpose-built core technology platform (front end, back end and supplier management tools)

## Famous for the Home

- Temple & Webster is already famous for the home and is seen as a place of beautiful and affordable products
- Home improvement is a natural extension from furnishings
- Leverage 60%+ brand awareness for Temple & Webster brand and existing customer base

## Data & Cross-sells

- Natural cross-sell opportunities between home improvement and furniture & homewares
- Data-driven marketing strategy to grow customer lifetime value and optimise marketing ROI
- Group can now do whole of home projects and capture greater share of wallet of spend in the home

## Leveraging Core Capabilities

- Existing capabilities around supply chain and logistics, especially bulky freight
- Some shared functions eg operations, Data & Analytics, Digital Marketing, finance/HR
- Existing trade and commercial program with knowledge of intermediaries (eg decorators)



# The Build aligns with the existing strategy and vision of Temple & Webster

## Our Core Belief

We believe everyone wants to live more beautifully.

## Our Vision

Our vision is to make the world more beautiful, one room at a time.

## Our Mission

Our mission is to deliver beautiful solutions for our customers' homes and work spaces, and for all of our other stakeholders, including suppliers and shareholders.

## Our Goal

We believe if we can deliver on our strategic pillars (below), Temple & Webster will become the first place Australians turn to when shopping for their homes and work spaces.

## Our Strategic Pillars

We want to be famous for having the biggest and best range in our category, the most inspirational content and services and the best delivery experience & customer service.

Our foundations are built on data-driven marketing, world-class technology and exceptional execution by an amazing team.





# The Build's Growth Strategy



Add depth and breadth across current and future categories - **become experts in "front of wall" product ranging**

**Optimise retargeting and cross sell opportunities** across T&W and The Build to increase share of our customers' spend on their homes

Build out the pre and post sales customer service to **provide industry specific advice**

Build out **inspirational content** and digital capabilities : 3D, AR/VR, "how to" content, personalisation, AI

Build upon T&W's **existing logistical infrastructure** to customise to home renovator and builder requirements (consolidated shipments etc.)

**Develop a go to market strategy for B2B:** builders / trades / contractors (in progress)

# Things are moving quickly...



>20k  
Products live on site

>200  
Suppliers live on site

39  
Categories live on site

16  
FTE hired as  
initial team  
(mgt, buyers, merchandisers etc)

- Investment across FY22-23 of ~\$10m, further funding subject to milestone achievement
- Targeting material revenue contribution and EBITDA positive business in FY26
- Investment and Group's home improvement revenue will be reported separately
- Long term margin profile expected to be better than Furniture & Homewares



## YOUR RENOVATION DESTINATION

Purpose built site focused on the home improvement market (in scope categories >16b TAM)

Asset light model, first-stop shop for home renovator and builder

Core pillars of large range, great value, inspirational content & advice

Natural extension for Temple & Webster and leverages Group's market leading capabilities

# Disclaimer

This presentation (Document) has been prepared by Temple & Webster Group Limited ACN 608 595 660 (T&W Group or the Company). This Document is a presentation to provide background information on the Company and its subsidiaries and is not an offer or invitation or recommendation to subscribe for securities nor does it constitute the giving of financial product advice by the Company or any other person. The information in this Document is selective and may not be complete or accurate for your particular purposes.

The Company has prepared this Document based on information available to it to date and the Company is not obliged to update this Document. Certain information in this Document is based on independent third-party research. No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information, opinions and conclusions contained in this Document. To the maximum extent permitted by law, neither the Company, nor its directors, officers, employees, advisers or agents, nor any other person accepts any liability, including, without limitation, any liability arising from fault, negligence or omission on the part of any person, for any loss or damage arising from the use of this Document or its contents or otherwise arising in connection with it.

This information has been prepared by the Company without taking account of any person's objectives, financial situation or needs and because of that, you should, before acting on any information, consider the appropriateness of the information having regard to your own objectives, financial situation and needs. We suggest that you consult a financial adviser prior to making any investment decision.

This document contains certain "forward-looking statements". All statements, other than statements of historical fact, that address activities, events or developments that the Company believes, expects or anticipates will or may occur in the future are forward-looking statements. Forward-looking statements are often, but not always, identified by the use of words such as "seek", "anticipate", "event or result may", "will", "can", "should", "could", or "might" occur or be achieved and other similar expressions. These forward-looking statements reflect the current internal projections, expectations or beliefs of the Company based on information currently available to the Company.

Forward-looking statements are, by their nature, subject to a number of risks and uncertainties and are based on a number of estimates and assumptions that are subject to change (and in many cases outside of the control of the Company and its Directors) which may cause the actual results of the Company to differ materially from those discussed in the forward-looking statements. There can be no assurance as to the accuracy or likelihood of fulfillment of any forward-looking statements events or results. You are cautioned not to place undue reliance on forward-looking statements. Additionally, past performance is not a reliable indication of future performance. The Company does not intend, and expressly disclaims any obligation, to update or revise any forward-looking statements.

The information in this Document is only intended for Australian residents. The purpose of this Document is to provide information only. All references to dollars are to Australian dollars unless otherwise stated.

This document may not be reproduced or published, in whole or in part, for any purpose without the prior written consent of T&W Group.

**THE**  
**build**  
by TEMPLE & WEBSTER