

ANNUAL GENERAL MEETING

22 OCTOBER 2024

BEACON LIGHTING GROUP

Beacon
LIGHTING

Beacon
TRADE

Beacon
COMMERCIAL

Beacon
INTERNATIONAL

**LIGHT
SOURCE**
SOLUTIONS

CONNECTED
LIGHT SOLUTIONS

MASSON
FOR LIGHT


CUSTOM LIGHTING
DESIGNERS OF LIGHT

ANNUAL REPORT

BEACON
LIGHTING
GROUP

1 FINANCIAL STATEMENTS

2 DIRECTORS' REPORT

3 AUDITOR'S REPORT FOR THE
YEAR ENDING 30 JUNE 2024



PROXY DETAILS

Resolution Details

Resolution	Resolution Type
1 Re-Election of Eric Barr	Ordinary
2 Re-Election of Prue Robinson	Ordinary
3 Re-Election of Daniel Palumbo	Ordinary
4 Adoption of Remuneration Report	Ordinary
5 Glen Robinson Performance Rights Issue	Ordinary
6 Prue Robinson Performance Rights Issue	Ordinary

Instructions given to validly appointed proxies (as at proxy close)

For	Against	Proxy's Discretion	Abstain
176,563,753 98.15%	3,326,704 1.84%	29,337 0.01%	351,947
175,306,975 97.45%	4,583,673 2.54%	29,337 0.01%	351,756
179,871,246 99.97%	13,267 0.01%	38,527 0.02%	348,701
38,366,501 71.75%	15,073,960 28.20%	29,337 0.05%	509,707
164,383,396 91.56%	15,139,118 8.43%	29,337 0.01%	489,840
163,855,336 91.27%	15,660,071 8.72%	29,337 0.01%	496,947

CEO PRESENTATION

22 OCTOBER 2024



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CONTENTS

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1 STRATEGIC PILLARS OF GROWTH

2 FY2025 OUTLOOK

3 QUESTIONS



STRATEGIC PILLAR: STORES UPDATE

PROVIDE OUR CUSTOMERS WITH A REWARDING SERVICE EXPERIENCE, THE LATEST RANGE OF LIGHTING AND FANS, INSPIRATIONAL STORE DESIGN, VIP MEMBER BENEFITS, STORE NETWORK EXPANSION AND OPTIMISATION.

- Dominant retail market position for lighting, fans, and lighting accessories for the Australian home.
- Currently have 127 Beacon Lighting stores, and our store network plan from March 2023 identifies the potential for 195 stores in Australia.
- Opened the Port Stephens (NSW) store and plan to open new stores in Shepparton (VIC), Chatswood (NSW), Ballina (NSW), and Auburn (NSW).
- More than 860 store team members continue to provide outstanding service to our retail, trade, and online customers.
- Aiming to design and develop 700 new products to enhance our core product range.
- More than one million VIP customers continue to receive special promotions, prices, and services.
- Provide Beacon Design Services in-home, in-studio, and in-store to transform our customer's homes.



PARTNERING WITH ELECTRICIANS, BUILDERS, ARCHITECTS, AND INTERIOR DESIGNERS WITH LIGHTING, FANS, AND ELECTRICAL ACCESSORIES FOR THE AUSTRALIAN HOME.

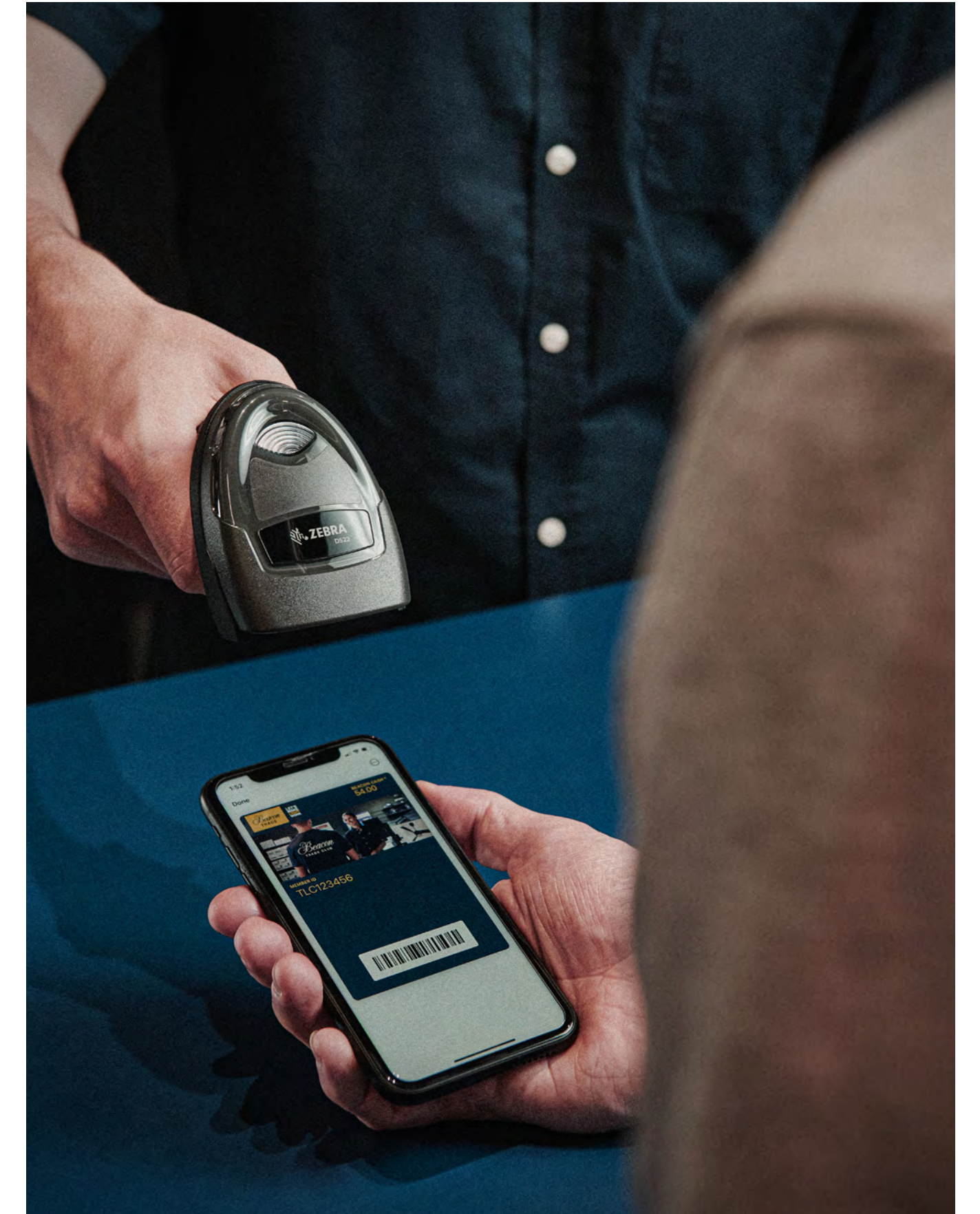
- Growing market share in Australia's residential electrical wholesale market.
- Partnering with our electricians, builders, architects, and interior designers as Beacon Trade members continues to be the number one priority for the Beacon Lighting team.
- Beacon Trade members continue to receive special prices, purchase rebates, new trade products, referral benefits, trade perks, new trade merchandise, free lighting design, and free delivery.
- Continue to develop a comprehensive trade range of lighting, fans, and electrical accessories for the Australian home.
- Conduct "Trade Sales Immersion" training for key stakeholders from executive management to store teams.
- Continue having weekly trade force meetings and webinars to focus on the Beacon Trade opportunity.
- Beacon Trade won the 2024 Real Media Awards Loyalty Program of the Year.



1 STRATEGIC PILLAR: ECOMMERCE UPDATE

PROVIDE OUR CUSTOMERS WITH ENGAGING WEBSITES, ENABLING ONLINE SALES GROWTH AND PROVIDING A SEAMLESS CUSTOMER EXPERIENCE IN-STORE AND ONLINE.

- Beacon Lighting has 16 dedicated business websites, primarily beaconlighting.com.au and beacontrade.com.au.
- Retail sales through beaconlighting.com.au continue to increase.
- Significant increase in sales and visitation on beacontrade.com.au. Our trade customers increasingly embrace online sales as a trusted and reliable channel.
- Ongoing development of the business websites continues to enhance our customer's online experience.
- Three-hour customer delivery in major metropolitan markets or one-hour click-and-collect in-store for our online retail and trade customers.
- Continue to offer seamless integration between the online sales channel and Beacon Lighting stores for our retail and trade customers.



1 STRATEGIC PILLAR: NEW BUSINESS UPDATE

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INCLUDES EMERGING BUSINESSES, INTERNATIONAL SALES EXPANSION, NEW BUSINESS ACQUISITIONS, AND PROPERTY.

- Beacon International continues expanding its product offering to new sales channels and customers.
- Beacon International will exhibit at international lighting fairs in Hong Kong (SAR), Dallas (USA), and Frankfurt (GER).
- Develop innovative new products to grow sales and customers for Connected Light Solutions, Light Source Solutions, Masson For Lights, and Custom Lighting.
- Beacon Lighting has a 50% interest in the Large Format Property Fund, which owns seven large-format retail properties.
- Through the Property Fund, complete the existing property developments.



2 FY2025: OUTLOOK

- Company store sales momentum from FY2024 has continued into Q1 FY2025.
- Positive sales momentum for Trade and eCommerce sales has continued in Q1 FY2025.
- Partnering with our trade customers (electricians, builders, architects, and interior designers) continues to be the number one priority for the Beacon Lighting team.
- Roll out the “Trade Sales Immersion” training throughout the Group.
- Implement the Beacon Lighting Enterprise Agreement 2024 and the new Beacon Team Share Plan with 200 team members electing to become new BLX shareholders.
- Bringing the latest fashion, innovative, and energy efficient lighting, fan, and electrical accessories products to market to continue to excite and inspire our retail and trade customers.
- Continued expansion of the Australian designed fan and lighting products into the USA, Asia, and European markets.



3

QUESTIONS



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DISCLAIMER

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