



**SmithsCity**

# SMITH CITY GROUP ANNUAL MEETING

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ROY CAMBELL - CEO

21<sup>ST</sup> AUGUST 2017

# SMITHS CITY VISION AND STRATEGY

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To be the trusted national provider of furnishings and appliances enabling our customers to live better every day.

Our mission is attuned to changes in the retail landscape including the rise of digital platforms

It plays to Smiths City's strengths:

- Our people
- Our strong finance offer
- Our nationwide network
- Our opportunity to create a compelling customer fulfilment platform



# OUR PEOPLE ARE A CORE STRATEGIC ENABLER

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Smiths City people are at the heart of  
our brand proposition

We have a highly committed and dedicated team

Building on these strengths with:

- Refreshed appraisal system
- NZQA recognised training programmes  
focussed on driving shareholder returns
- Values to drive success





# BUILDING THE SMITHS CITY'S CULTURE



## OUR VALUES

### **Our values are our compass**

we use them to guide our behaviour as we work to help our customers live better.



## CUSTOMER FOCUS

The customer is at the heart of what we do – everyday, everytime.



## PROFESSIONALISM

We achieve the highest standards; honesty and fairness guide us.



## INTEGRITY

Our promise is our most important product; our word is our bond.



## COMMUNICATION

Sharing timely, accurate information is the key to our success



# SMITH CITY FINANCE

## BUILDS RELATIONSHIPS WITH CUSTOMERS

A wholly-owned finance company is a unique proposition for a national retailer

Helps maintain and retain customers

Refreshing the finance product to make it

- Relevant
- Online
- Easy to use



**Smiths City**

**50 months**  
**INTEREST FREE**  
ON EVERYTHING OVER \$1299\*

\*Exclusions, fees, terms and conditions apply. See instore or visit [smithscity.co.nz](http://smithscity.co.nz)

**Hurry ends Tuesday!**

Get everything you need for your home under one contract

 **smithscity.co.nz** SHOP YOUR WAY, DELIVERED TO YOUR DOOR OR PICK UP INSTORE.

# SMITHS CITY IS LOCAL

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National scale and reach is a key value driver for customers and shareholders

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In the digital age bricks and mortar stores are even more important in the furniture and appliance categories

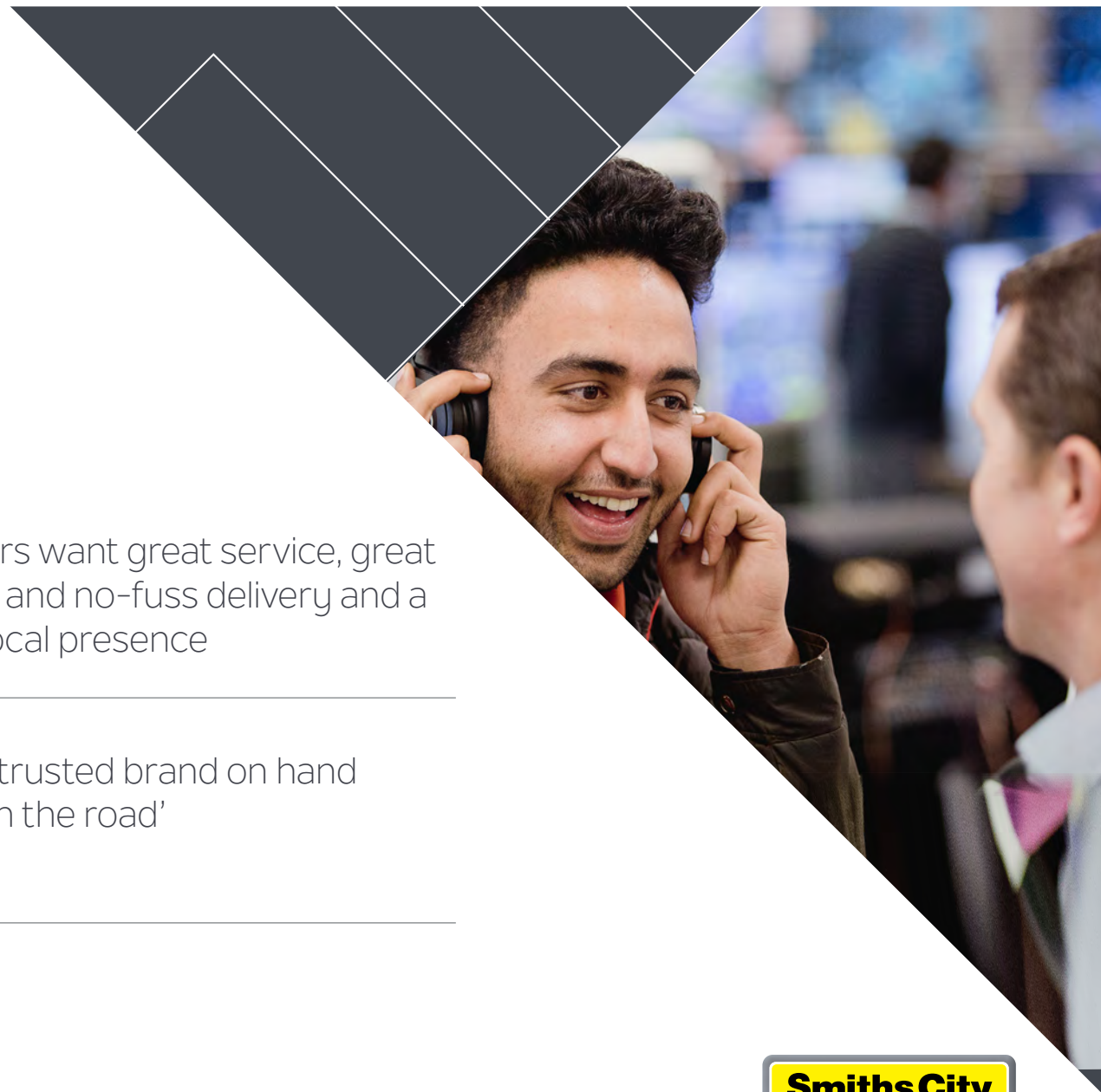
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Customers want great service, great products and no-fuss delivery and a trusted local presence

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We are a trusted brand on hand 'just down the road'

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BRINGING  
*live better*  
TO LIFE

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BRINGING  
*live better*  
TO LIFE

**Smiths City**



# BRINGING *live better* TO LIFE

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BEDROOM

BEDROOM



# DELIVERING THE PRODUCTS CUSTOMERS WANT

We are reinventing our logistic and supply chain to make it relevant to the digital age.

- Closed satellite distribution centres
- Rationalised our range
- Reduced inventories by 10% to \$36.3 million with no impact on trading
- Refreshing instore information systems





# TACKLING THE AUCKLAND MARKET

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- Trading is tough in all metropolitan areas
- The Smiths City Brand remains untested in Auckland
- We believe there is latent demand
- Wairau Road and Mount Wellington stores to be refurbished before Christmas



# BUILDING VALUE FOR SMITHS CITY SHAREHOLDERS

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We are positioning Smiths City to capitalise on its legacy

- Building an excellent customer fulfilment platform
- Investing in our people
- Bringing '*live better*' to life in stores

Slowly differentiating Smiths City from our competitors by selling nothing other than the value we offer our customers







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