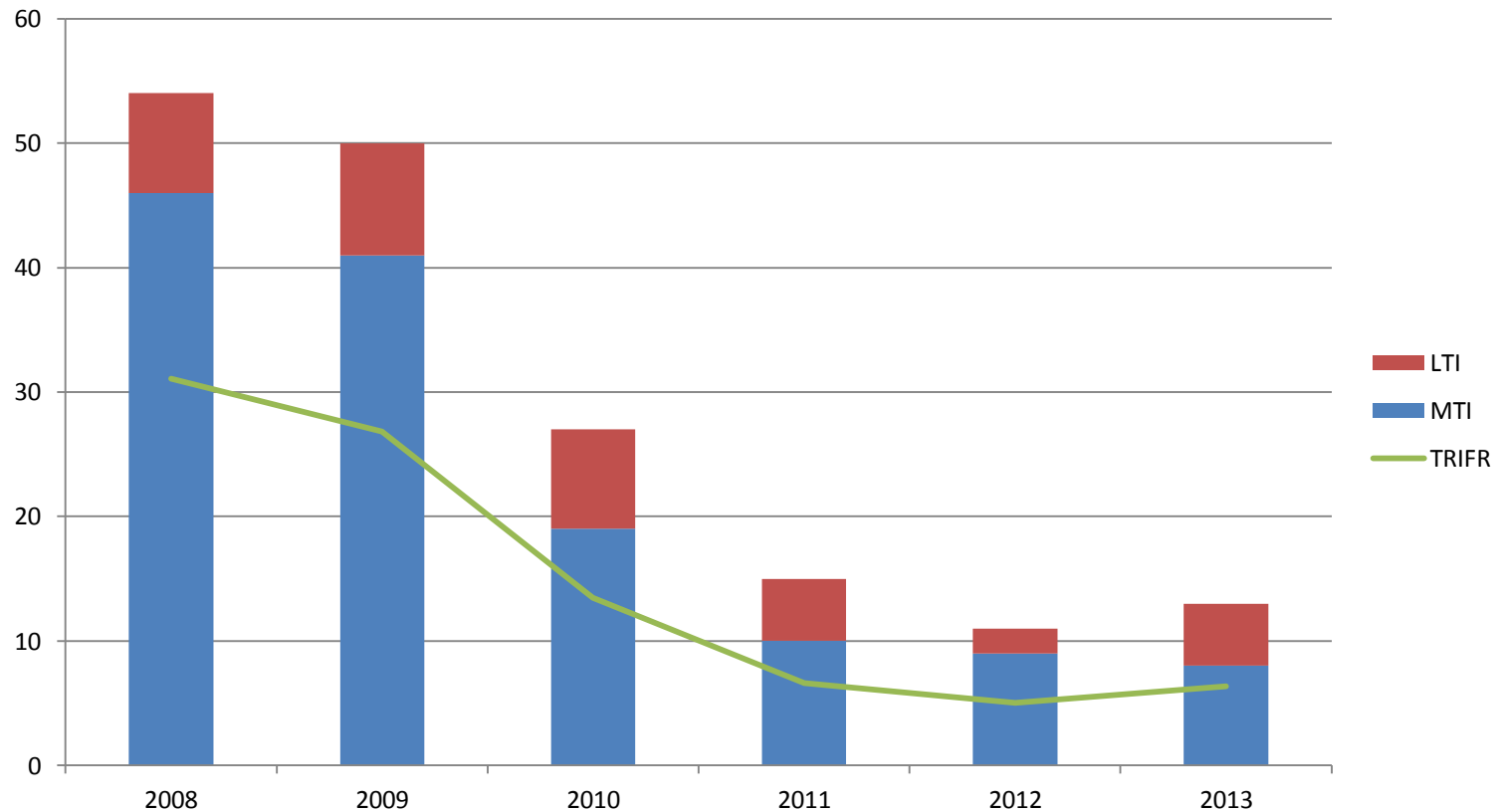


**Stramit Building Products  
Investor Presentation  
21 May 2013**



# SAFETY UPDATE – MARCH 2013

Long run improved safety performance delivered through culture change



# PORTFOLIO OVERVIEW

Roll forming driving to low cost, with a focus on controlled channels to deliver superior returns

	Rollforming	Buildings: FDS	Buildings: ShedBoss	Buildings: SOL	Doors
Brand	Industrial Brand 	Consumer Brand 	Consumer Brand 	Consumer Brand 	Industrial Brand 
Market Position	#2	#1	Mid Player	Startup	Small Player
Value proposition	<ul style="list-style-type: none"> <li>Service</li> <li>Relationships</li> <li>Technical</li> </ul>	<ul style="list-style-type: none"> <li>Technical solutions</li> <li>Marketing &amp; Brand management</li> <li>Aligned supply chain with Stramit</li> </ul>	<ul style="list-style-type: none"> <li>Technical expertise</li> <li>Marketing &amp; Brand management</li> <li>Aligned supply chain with Stramit</li> </ul>	<ul style="list-style-type: none"> <li>Technical expertise</li> <li>Marketing &amp; Brand management</li> <li>Aligned supply chain with Stramit</li> </ul>	<ul style="list-style-type: none"> <li>Aligned supply chain with Stramit</li> <li>Good, low cost roller doors</li> </ul>
Life cycle perspective	Mature (needs to reinvent)	Mature/stable	Growth	Startup	Growth
Strategic direction	<ul style="list-style-type: none"> <li>Drive for low cost</li> <li>Fast, low cost innovation</li> </ul>	<ul style="list-style-type: none"> <li>Maintain share</li> <li>Innovator</li> </ul>	<ul style="list-style-type: none"> <li>Stabilise &amp; grow</li> </ul>	<ul style="list-style-type: none"> <li>Grow/ Innovate</li> </ul>	<ul style="list-style-type: none"> <li>Grow / Innovate / Diversify</li> </ul>



# BUSINESS OVERVIEW

National footprint, in key geographies approximately 4 hours apart

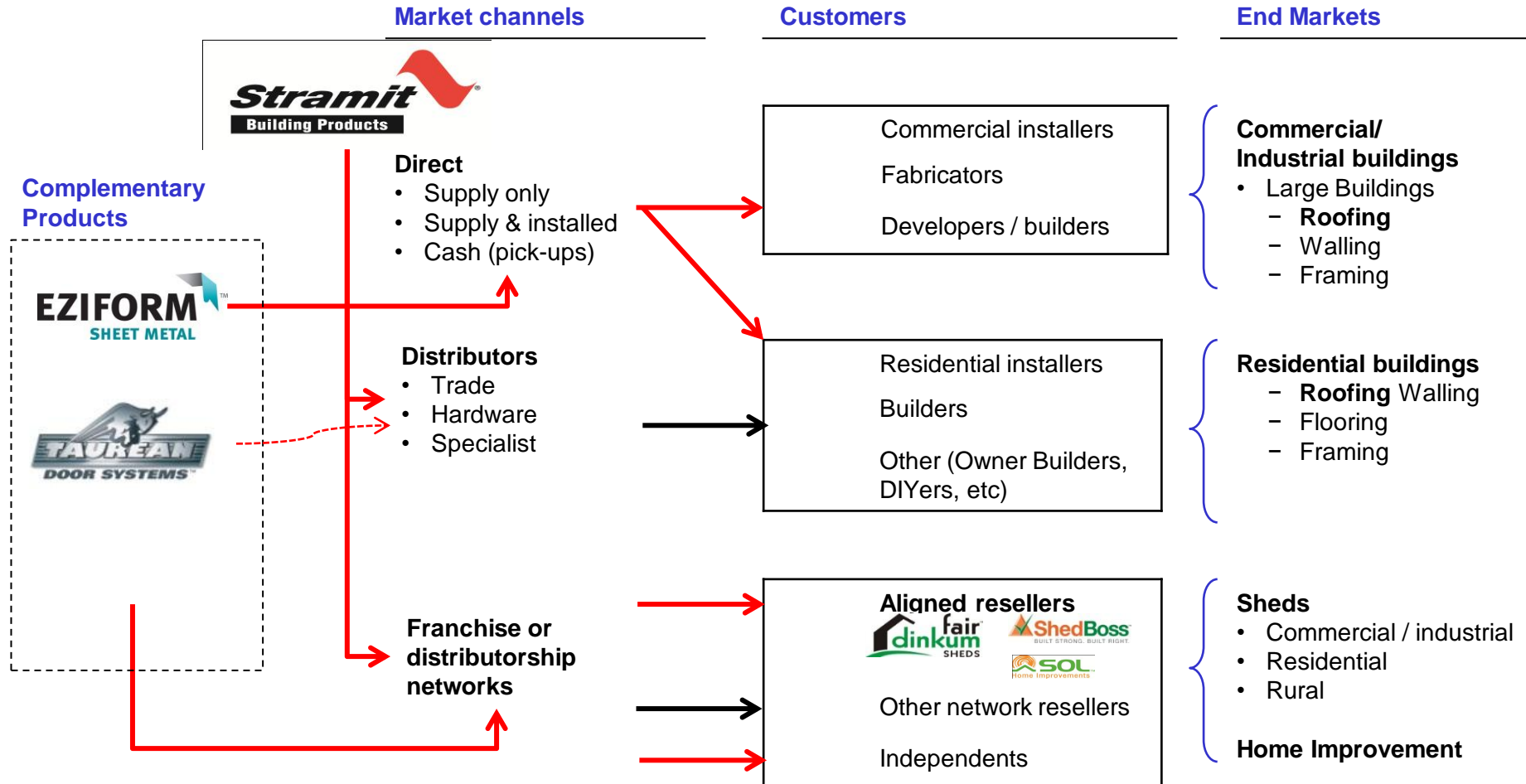
- Local commitment to customer relationships and service
- Profit accountability by plant
- IT technology to link across the supply chain
- On going investment in infrastructure

## Metrics:

- 19 distribution facilities
- 875 employees
- Turnover circa \$500M



# CHANNELS TO MARKET – DIVERSIFICATION AWAY FROM ROLLFORMING ALONE



→ Direct sale → Indirect sale

Stramit sales by end markets [by channel]



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# FAIR DINKUM SHEDS DEMONSTRATION

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Fair Dinkum Sheds new App recently launched at Home Improvements Show in NSW

By Travis Griffin – Buildings Manager