

# The Laminex Group

## TLG Investor Presentation

Sept 2011

## Australia's Leading decorative surfaces business

- **TLG is a decorative products business with a balanced portfolio**
- **TLG has strong competitive positions in key markets**
- **Growing market share**
- **Taking action to support results in softer market conditions**
- **Leading people focussed on results**

# TLG has distinct competitive advantages

1

## NETWORK AND REACH

- TLG has the largest footprint in both Australia and NZ
- The network provides a high service level with the largest decorative surface sales force

2

## PRODUCT RANGE AND BRANDS

- TLG has the widest range of the most fashionable decorative surface products
- The most recognisable range of decorative product brands

3

## VERTICAL INTEGRATION

- TLG is vertically integrated (HPL, LPL, MDF, PB, Componentry); including shares in sawmills and resin plants

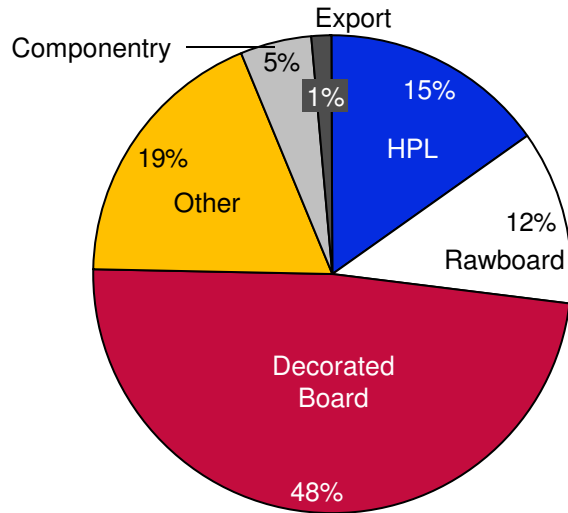
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## DECENTRALISED BUSINESS MODEL

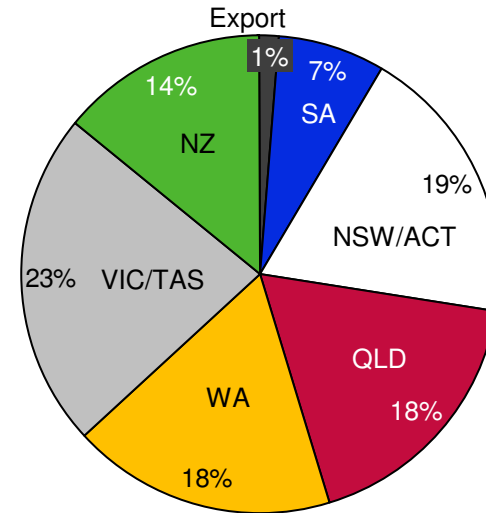
- Decentralised and responsive business model with decisions made at customer level - majority small business customers
- Strong and performing sales force
- Supported by focused head office functions marketing/HR/Finance

# TLG has a diverse business that generates revenue from decorative surfaces to the building market

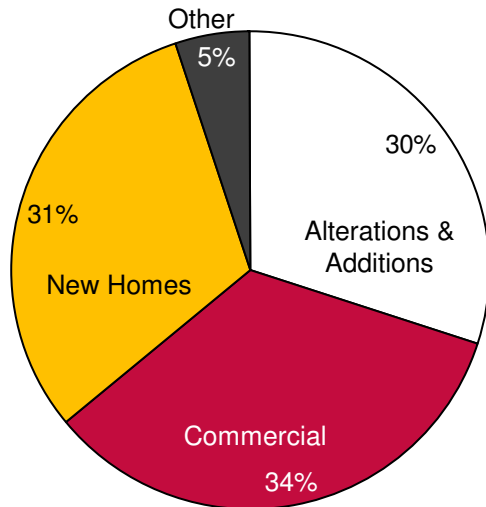
Revenue by product 2010/11



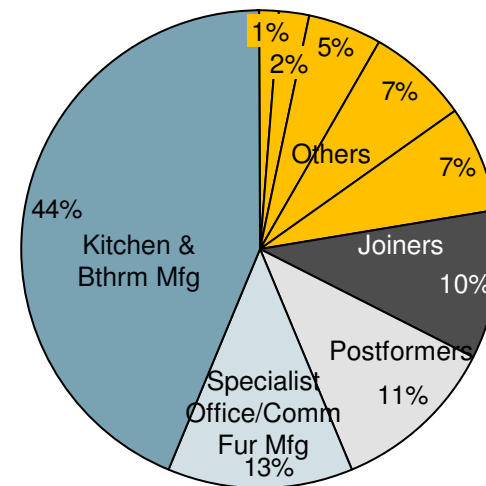
Revenue by Major Region 2010/11



Revenue by Segment 2010/11

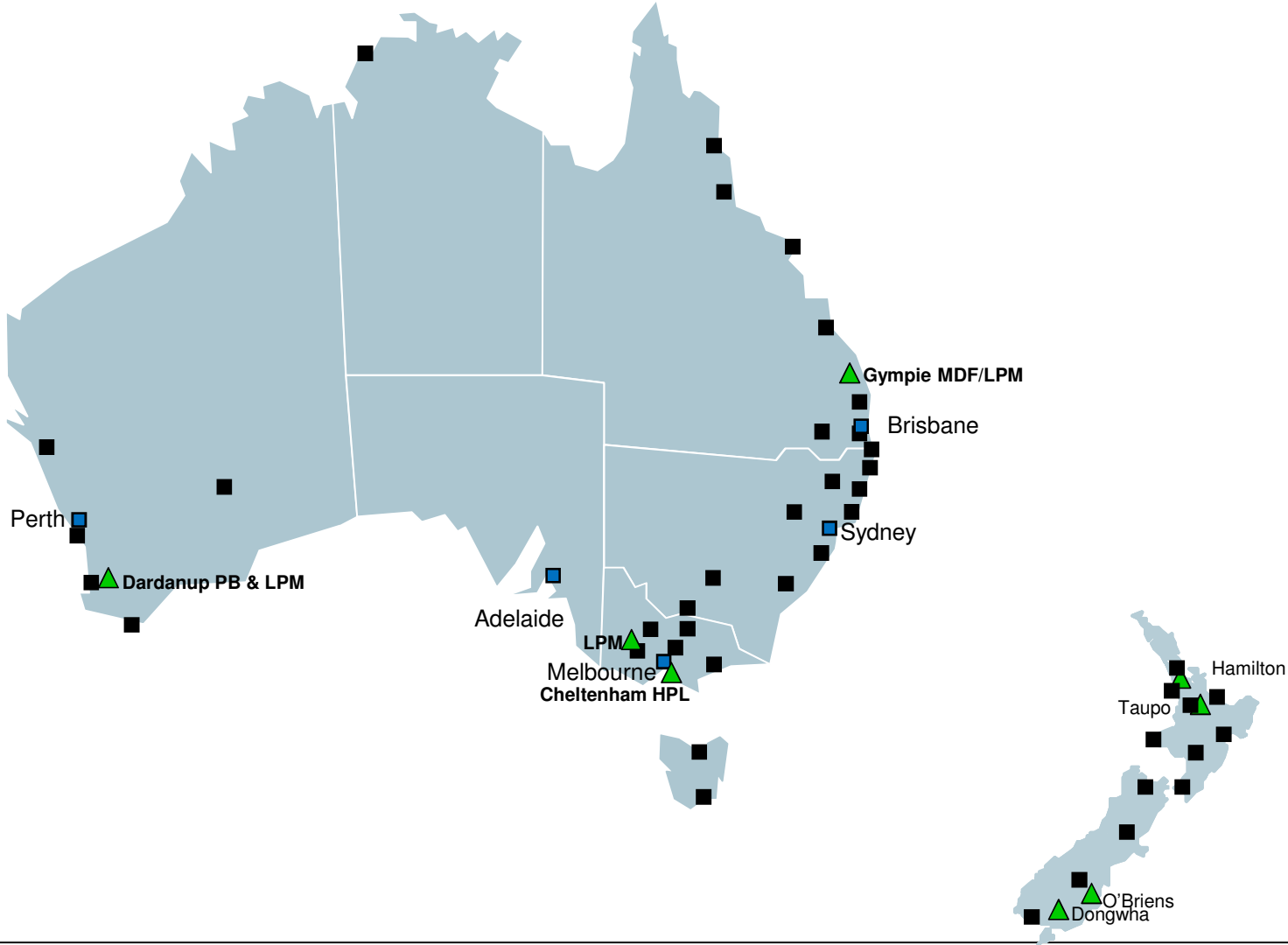


Revenue by customer 2010/11



Source: Management Estimate

# TLG's manufactured products access the market through Australia's largest 'Decorative surfaces branch network'



# TLG has a strong portfolio of highly recognisable brands

## Common brands TLG Australia & NZ



**Laminex**<sup>®</sup>  
Inspire your space

**Trade Essentials**<sup>®</sup>

Shared brands leverage  
marketing spend

## TLG Australia



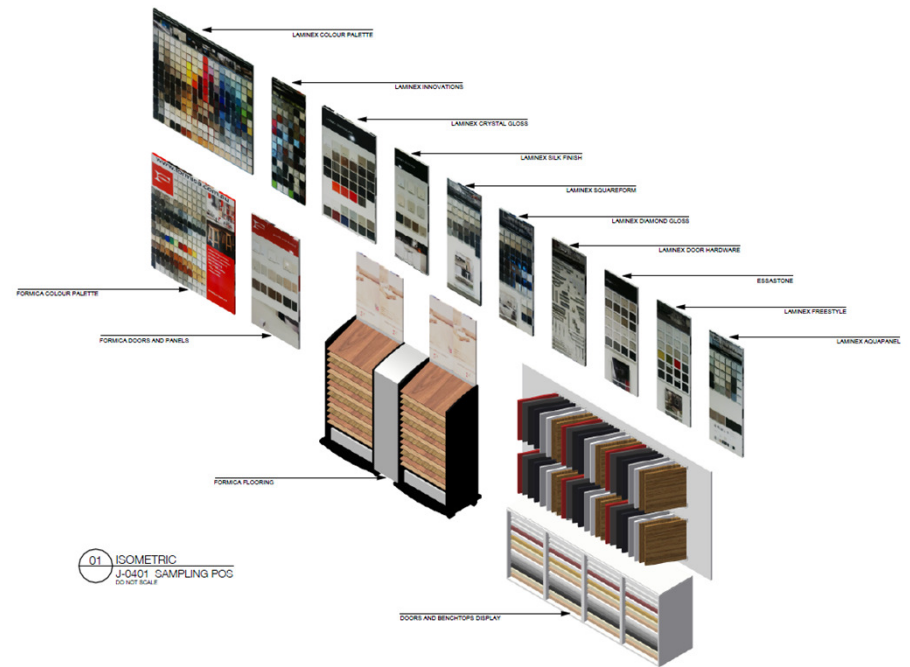
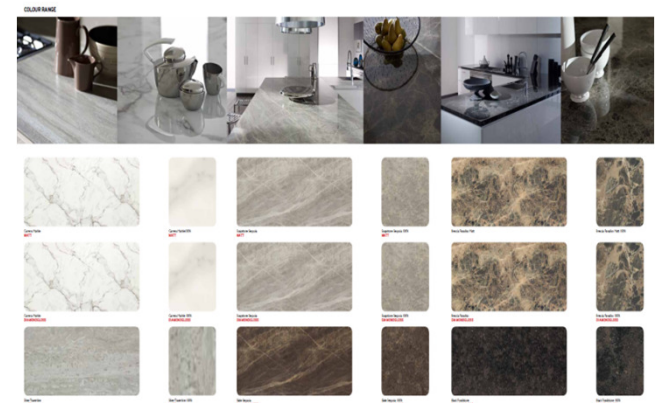
'Branded House' strategy

## TLG New Zealand



'House of Brands' strategy

# TLG drives demand for its products through consumer/trade marketing, strong relationships with specifiers and expansive channel merchandising



## A strong track record ... and pipeline of innovation

180fx - HPL



Silk Finish - LPM



Alu Doors -  
Componentry



Compact



New Finishes –  
HPL/LPM

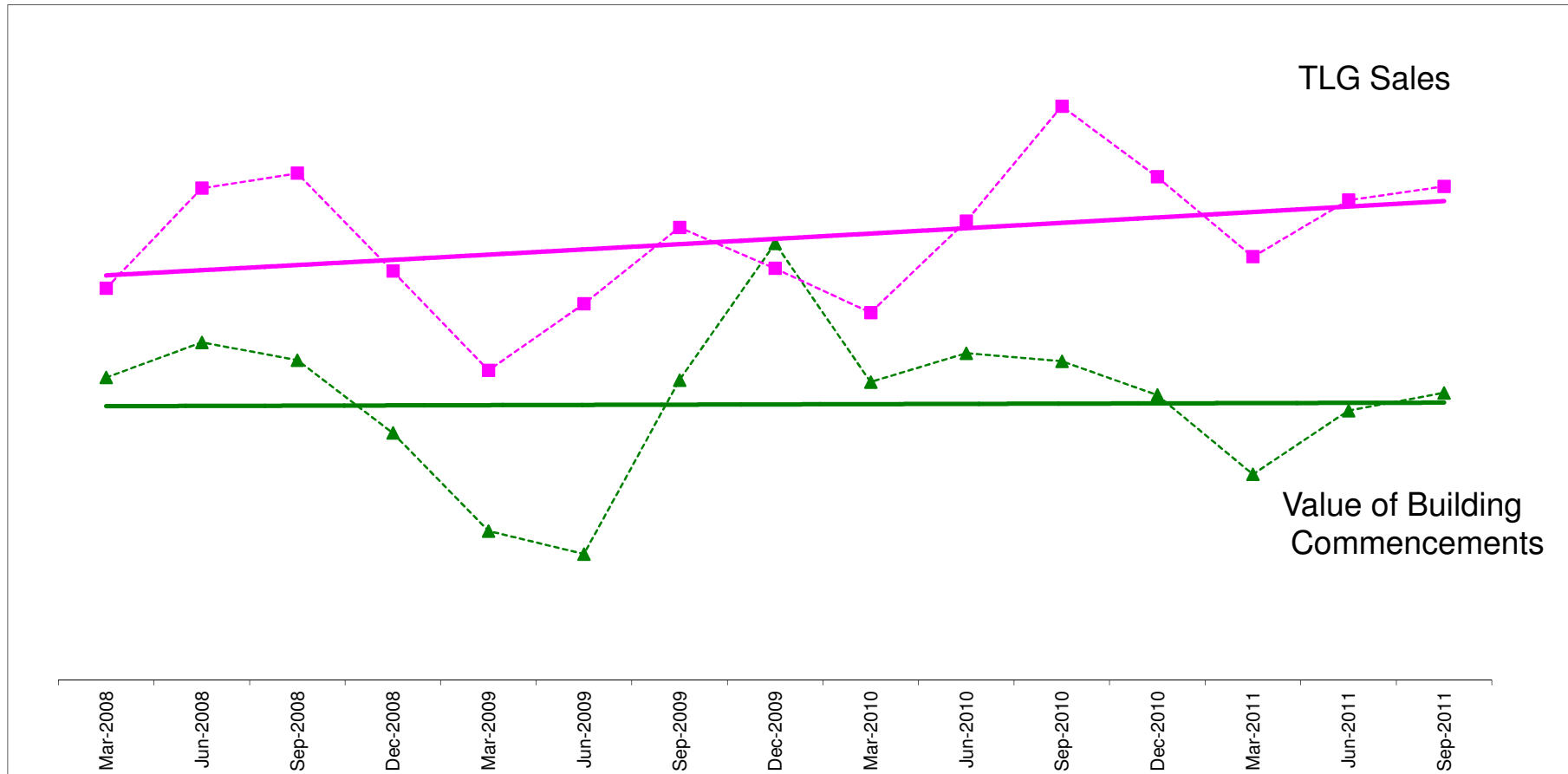


- A 25% increase in new products proposed for launch in FY12
  - Plans in place to double new product revenue in FY13



# TLG's initiatives have taken market share resulting in a 'better than market performance'

TLG Sales and Value of building commencements



Source: BiS Shrapnel

# TLG focused on its core strategic themes during tougher market conditions

## Strategic Themes

## Actions taken

## Outcomes

Cost

- Reduction in labour costs
- Acting on compressible costs without sacrificing core business activities

***“TLG is on the front foot”  
with cost reductions as  
economy slows”***

Product  
Leadership

- Accelerating New Product Development initiatives
- Strong pipeline of opportunities

***“New products providing  
growth and positioning the  
business for the long-  
term“***

Customer  
intimacy

- New pricing structure to promote loyalty
- Leading product and service offers
- Field sales force profit programs
- Strong specification and conversion teams

***“Using customer intimacy  
initiatives to drive sales  
outcomes and improve  
customer loyalty”***