

Tandem Group plc

Annual General Meeting
26th June 2024



AGENDA

- Retail & Market Landscape
- Economic Landscape
- Product & Brand Development
- Summary



A wide-angle, slightly blurred photograph of a busy city street. In the foreground, several pedestrians are walking across the frame, their figures slightly out of focus to convey a sense of motion. The street is paved with dark cobblestones. On the left side, a row of shops is visible. The first shop has a green awning and a sign that reads "HONEST SURGERY". Next to it is a shop with a bright blue door and a sign that reads "MEDICK GALLERY". Further down the street, a shop with a green sign that reads "CHOPST" is visible. The buildings are multi-story, with many windows. The sky is clear and blue. The overall atmosphere is one of a vibrant, bustling urban environment.

RETAIL & MARKET LANDSCAPE

Economic Landscape



Wet weather causes UK economy to stall

FT Advisor: 12 June 2024



Container spot rates hit highest level this year – and the rally is not over yet

TradeWinds: 31 May 2024



Martin Lewis urges people to secure energy tariff fix ahead of price hike due this Autumn

Daily Record: 12 June 2024



UK unemployment is up, but wage rises make early interest rate cut less likely

The Guardian: 11 June 2024



Euro 2024 expected to boost independent retailers

Retail Insight Network: 14th June 2024

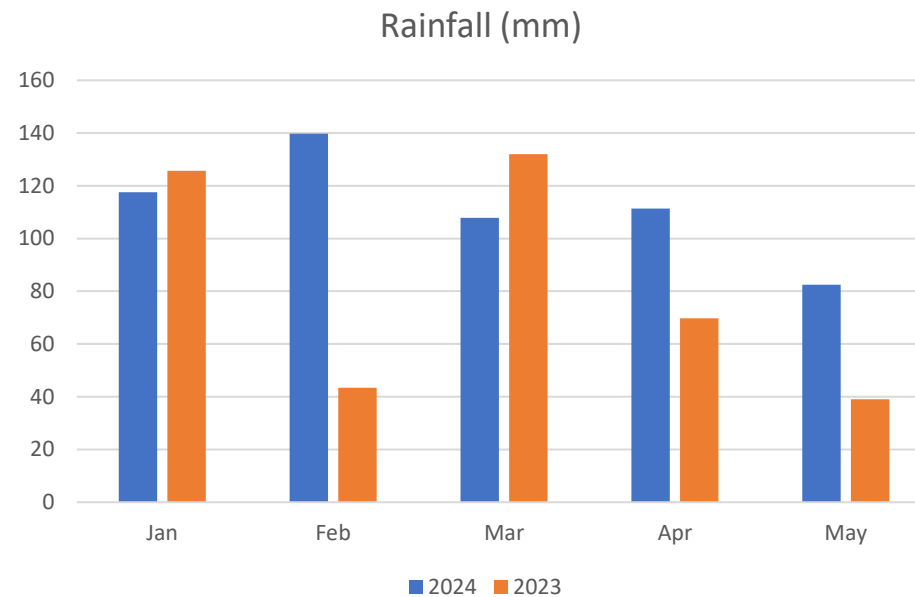


Petrol prices on UK forecourts hit 150p a litre

BBC News: 23 April 2024

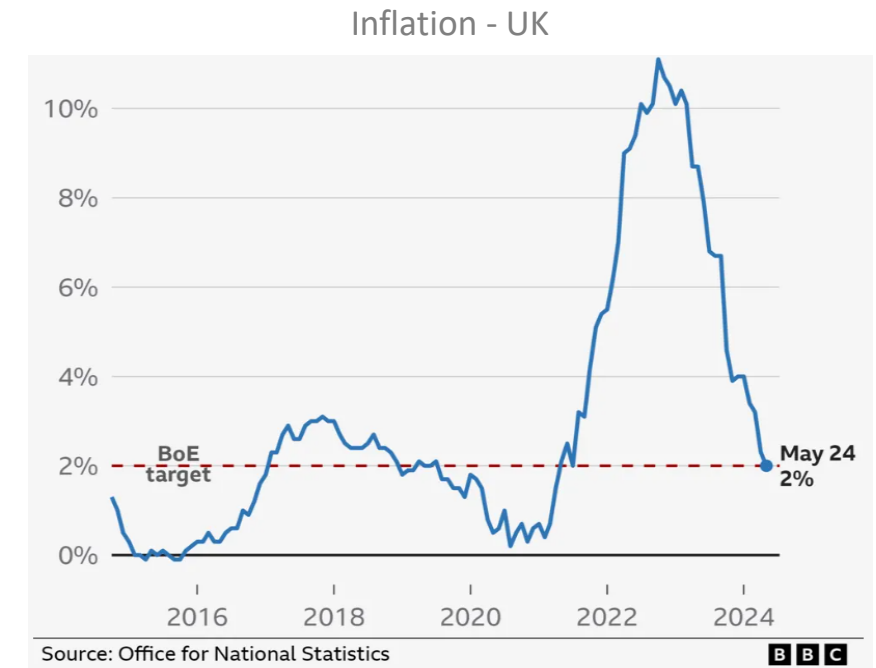
Economic Landscape

- GBP has remained relatively stable
- Maintenance of high interest rates
- Inflation rate reducing
- Low UK GDP growth projections for 2024 and 2025 compared to US, India & China (imf.org)
- Overstocks remaining in the market
- FOB buying habits returning
- Freight delays impact on cost
- Downturn in demand post-COVID



Source – metoffice.gov.uk

Average rainfall is up 30mm over the first 5 months of 2024



Reducing levels of inflation but was still above BOE target for almost 3 years

Product & Brand Development Bikes/e-Bikes



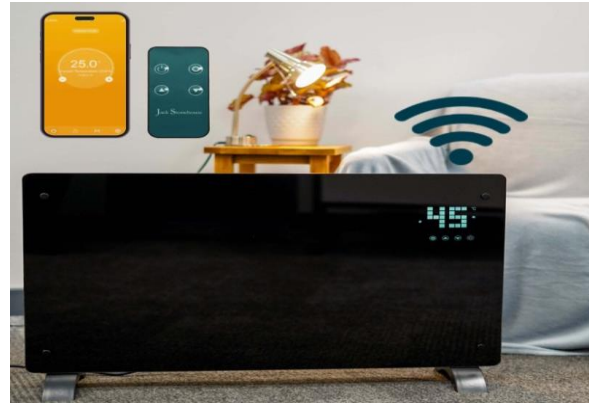
- **E-bikes:** Complete range (10 models) of affordable ebikes designed by the UK team.
- CB Ridge (e-MTB), Dawes Scenic (e-hybrid) and Falcon Horizon (e-trekking) to launch summer 2024.
- E-Folding, e-commuter and e-heritage bikes to follow in autumn 2024.
- **Claud Butler:** Trail-ready range-topping Alpina MTBs successfully launched February 2024.
- **Dawes:** Modernised hybrid bikes designed with launch planned for Spring 2025.
- **Squish:** 3 new colourways introduced to balance bikes range.
- **Squish:** Coordinated helmets produced to complement a co-branded balance bike fleet for the ongoing Bikeability partnership (600 UK schools).
- **Swytch:** Trial UK distribution partnership with number one e-bike conversion kit.
- **3rd Party Brands:** Cannondale, Tern and Gocycle introduced to Electric Life (D2C range).

Product & Brand Development MV Sports



- We hold the majority of the top performing all boys/girls and preschool licenses
- M.V has the top 4 fastest gaining character licensed properties ytd end May
- 7 new licenses launched for 2024
- New and on trend licenses already performing strongly (Stitch, Sonic, Bluey, Spidey & Friends)
- Over 200 new and refreshed products launching in 2024
- New innovation incorporating light up, battery operated & plush features/enhancements
- All kid's wheeled toys now branded under the 'MoVe' brand
- Channel management/product differentiation strategy implemented according to retailer
- Expanded European distribution across 11 countries during 2024
- Epos sales growth ytd end April

Product & Brand Development Home, Garden Leisure



- Jack Stonehouse website product listings grown +40% L4L
- Leverage group products, +250 SKU's wheeled toys, bikes, golf added to D2C channels
- Innovation/trending ranges, radiator covers, gazebos, parasols, panel heater & cooling
- Expanding new emerging categories, garden décor, outdoor furniture & awnings
- Commercial efficiency & management of a new strategic supplier base
- Developing marketplaces & strengthen partnerships, onboarding new accounts
- Enhanced Customer Service levels, Google Store Reviews 4.6 stars/ Trustpilot 'Great' 4.1
- Focused paid marketing efficiency & product listing optimisation

SUMMARY



Strong Balance Sheet



Talented Colleagues



Exploring Acquisitions



Growing Customer Base 2024



Increase Market Share



Maximise Consumer Reach



Drive Operational Efficiencies



Freight Uncertainty



New innovative products for 2024