



GWA International Limited
ABN 15 055 964 380

18 October 2010


ASX On-Line
Manager Company Announcements
Australian Securities Exchange

Dear Sirs

Presentation to Analysts – Gainsborough Hardware

Attached is a copy of a presentation given to analysts during a site visit to Gainsborough Hardware in Melbourne today.

Yours faithfully



R J Thornton
Executive Director



GWA
Door & Access Systems

Welcome to..



GWA
Door & Access Systems



Gainsborough Hardware
Analysts Presentation
October 2010



GWA Door & Access Systems



Agenda:

- ❖ Business Overview
 - ❖ History
 - ❖ Markets
 - ❖ Brands
 - ❖ Growth Strategy



Business Overview

Gainsborough History

Gainsborough began making porcelain door knobs in 1976

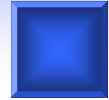
Gaining success with new home builders, the business grew and began to diversify product into levers, deadbolts etc

Gainsborough is now the leading new housing door furniture supplier in the Australian market

More recently, Gainsborough has grown in to the markets of DIY and Commercial Door Furniture supply, and last year acquired Austral Door Lock, which specialised only in Aluminium Door furniture products



Business Overview



Our Markets

Gainsborough competes in four clear market segments:

- **Residential New Housing**
- **DIY – Retail Renovation and Replacement**
- **Architectural Commercial**
- **Aluminium Systems Market**





Business Overview

Gainsborough Core Strategy

Gainsborough creates value by maintaining a sustainable competitive advantage in the Marketing of innovative and quality door hardware products to the key markets it operates in (DIY, Trade and Architectural / Commercial).

It pursues the lowest cost base possible whilst offering a superior customer service model to that of its competitors.

Growth of the business is driven by Leveraging our Brand and our core competence of market distribution; expanding our current share in existing markets and expanding into new markets through acquisition, Strategic Alliances and / or New Product Development



Business Overview

Market Size

Market	Market Size '000
Residential New Housing	86
DIY – Renovation & Replacement	171
Architectural Commercial	800+
Aluminium Systems Market	165
<hr/> Total	<hr/> 1,222



Business Overview

Our Product Brands

Gainsborough has four major Brands it sells to these markets:

- Gainsborough
- Austral
- Hillaldam
- Salto





Brand Overview

Gainsborough has a range of Residential & Commercial Door Furniture, to suit almost every application.





Brand Overview

Austral has a range of Residential & Commercial Aluminium Sliding and Security Door Furniture.



Austral Lock[®]



Brand Overview

Hillaldam has a range of Residential & Commercial Sliding, Stacking and Folding systems for doors of all shapes and sizes including glass.





Brand Overview

SALTO is a range of Electronic Access System Door Hardware. It's applications range from Small Office applications to Universities through to Airports.

SALTO
inspired access





Future Growth Strategy

3 Key Strategic Growth Initiatives





3 Key Strategic Growth Initiatives - #1

Build infrastructure and resources where necessary for the Gainsborough business to be able to achieve planned and future growth opportunities...

- **Appointment of Austral Hillaldam sales people in all States to secure more fabrication business and secure Austral distribution**
- **Take the balance of our side of the existing Blackburn building warehouse to enable the Austral and Hillaldam warehouses to be absorbed**
- **Increase warehouse capability in preparation for increased importing and overall business – including inwards goods quality inspection**
- **Add additional shift and people at Brooklyn to cope with Austral demand of product**





3 Key Strategic Growth Initiatives - #2

Secure cost effective supply of electronic access systems for residential and low end commercial markets...

- **Search for suitable factories is complete**
- **Ability for the factory to supply our electronic “Trilock” with the same level of quality as our mechanical Trilock was paramount**
- **This product will form the basis of a new value proposition to builders - upgrading from mechanical locks to electronic access in the residential market segment**
- **Technical / R&D department devoting significant amount of their time on this**





3 Key Strategic Growth Initiatives - #3

Continue to seek adjacent or bolt on acquisitions to the existing business, to leverage the existing Marketing & Distribution infrastructure, and grow the Door & Access System division

- **Several categories and targets under scrutiny and research**
- **Hi end security product companies - to leverage our commercial segment offer**
- **New categories such as auto doors - to expand our commercial offer**
- **Competitors in certain spaces that have valuable competitive advantages such as distribution or unique product categories**
- **Other Door and access system categories – new markets**





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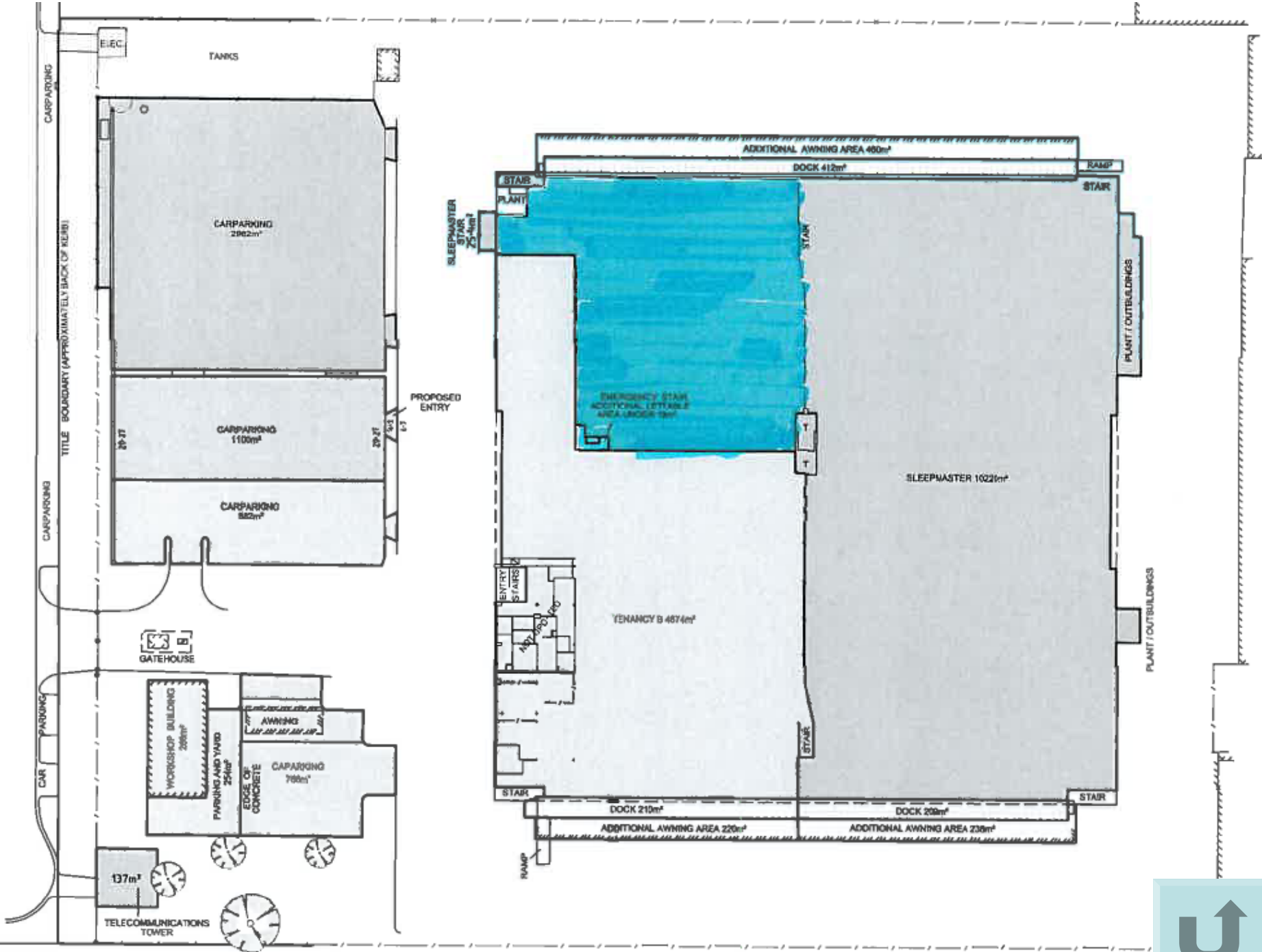


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Questions?

ALFRED STREET



DAIRWAY LINE

