



GWA
Group Limited

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ASX On-Line
Manager Company Announcements
Australian Securities Exchange

Dear Sirs

Presentation to RBS Morgans

Attached is a copy of the Presentation given by the Managing Director,
Mr Peter Crowley, to RBS Morgans at its Queensland Conference in Brisbane
today.

Yours faithfully

R J Thornton
Executive Director





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RBS Morgans Limited Queensland Conference 9 October 2013

Presented by:
Title:

Peter Crowley
Managing Director

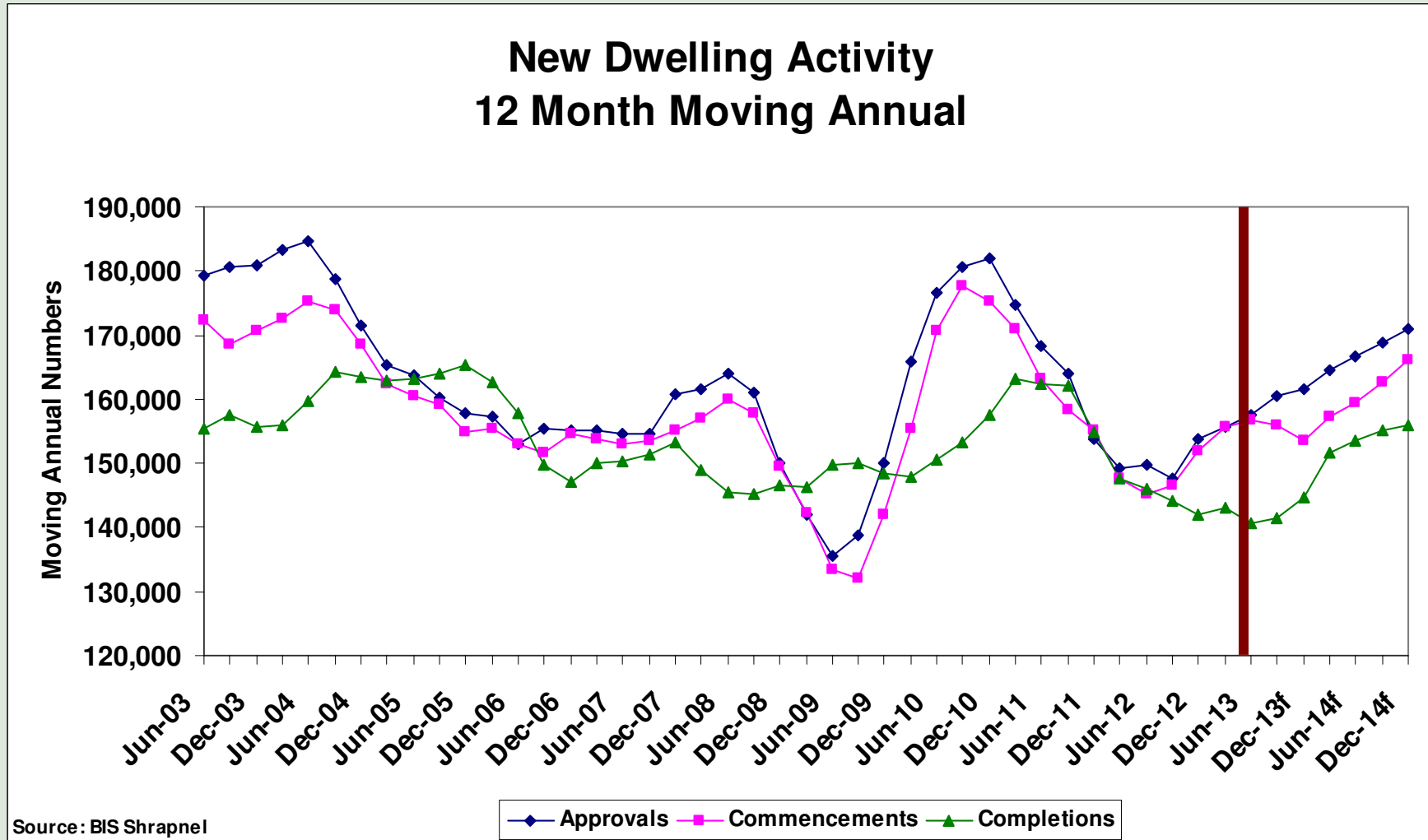


Major Factors Impacting GWA in 2012/13

- Weak demand conditions – across all markets
- Strategic repositioning of the Group completed
 - Strategy built around FOCUS, REACH & LEVERAGE
 - 14% reduction in employees



Building Activity Showing Signs of Life





Strategic Re-Positioning will Deliver Sustainable Competitive Advantage

- Our businesses are well advanced with implementation of the initiatives to deliver value to our target market segments
- We have clear business improvement initiatives to improve our supply chain efficiency (GRA, SKU rationalization) and leverage Group Information Systems and Shared Services
- We have also fine tuned GWA's overarching strategy which is built around FOCUS, REACH and LEVERAGE



Strategic Re-positioning Will Deliver a Sustainable Competitive Advantage

- Our FOCUS is to grow in our core Australian building fixtures and fittings markets
- In particular we will FOCUS on growth in targeted market segments where GWA can sustain long term competitive advantage
- This growth can be organic in which case our FOCUS is on better servicing our existing markets and improving our overall business efficiencies
- GWA will also pursue inorganic growth opportunities in which case our FOCUS is on acquiring businesses or distribution rights for products and services which complement GWA's existing offer to our target market segments



Strategic Re-positioning Will Deliver a Sustainable Competitive Advantage

- GWA will REACH the key decision makers across our target market segments. In doing so we will seek to influence their purchasing decisions:
 - Through a clear understanding of their needs
 - Through a value proposition which meets the needs of each target market segment
 - And through the appropriate value proposition to those aligned channel partners servicing each target market segment



Strategic Re-positioning Will Deliver a Sustainable Competitive Advantage

- GWA will maximize competitive advantage through LEVERAGE to ensure the Group operates the most efficient structures to support our target market segments and aligned channel partners. GWA will LEVERAGE the Group wide investment in:
 - Brands, Innovation, Systems & Processes, Supply Chain, Transport & Logistics, Business Relationships, Market Knowledge and Sales & Marketing
- GWA's overarching strategy of FOCUS, REACH and LEVERAGE will drive competitive advantage and deliver growth



GWA's Focus is to Grow the Core Business & Improve Efficiency

- Priority is growing the core businesses and improving efficiency
- Inorganic options that fit within the strategic roadmap will always be considered
- Financial criteria for growth will be maintained



2013/14 Outlook

- Dwelling approvals are improving with signs of a slow but positive recovery through the year with completions expected to improve in the second half of the year
- Currency devaluation will impact cost of sales but price increases from September onwards have already been notified
- Cost savings associated with the Group restructure continue to track as expected
- A first quarter review and full year guidance will be given at the Annual General Meeting in October



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