

**Shoply**<sup>TM</sup>

(ASX: SHP)



## **EXTRAORDINARY GENERAL MEETING**

**July 15, 2016**

**Garrison Huang – Managing Director Designate**

# Overview

- Introduction to **Anyware Corporation**
- **'Shoply'** Merger with **'Anyware Corporation'**
- Benefits and Synergies from the Merger
- The new **'Harris Technology Group'**
- Current Board of Directors
- Management Team post merger
- Leading Consumer Brand Portfolio
- Market Outlook
- Summary

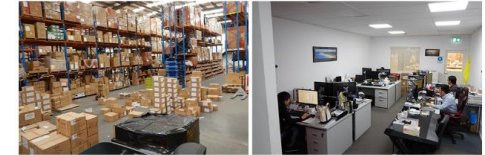
# Introduction to Anyware Corporation

Founded in 1996, Anyware Corporation has long since established itself as one of the leading distribution businesses in Australia for IT equipment, accessories, electrical, lighting, home entertainment, education, corporate infrastructure and more.

This position of strength has been achieved through successful strategy execution and well organized business operations in HR management, sourcing, IT, sales and marketing. Anyware stands today with a solid foundation forged over 20-year history. This foundation has allowed us to expand into new markets as the opportunities arise.

- Combined team of **90+ staff nationally**
- Warehouse/Office locations in **5 major cities**
- Purchased Harris Technology from Officeworks in June, 2015

Dandenong South, Melbourne



Rydalmere, Sydney



Banyo, Brisbane



Osborne Park, Perth



Findon, Adelaide



# ‘Shoply’ Merger with ‘Anyware Corporation/Harris Technology’

Natural and synergistic fit of premier online retailers

- Merger of two complementary online retailers
- New Board and Management come with industry expertise and years of experience in business.
- Economy of scale advantages
- Change of name to ‘Harris Technology Group Limited’



# Merged Group Benefits 1/2

## Synergistic effects save costs and allow sustainable growth

- Anyware/HT's team is made up of a group of experienced professionals with a 20 year history in the import and distribution business in Australia. The new merged company can leverage Anyware's existing strong ties with overseas suppliers and manufacturers for product sourcing
- Significant expense savings can be achieved by combining the office and warehouse operations. Business processes can be streamlined across the group
- With a dedicated team in Shenzhen China, the company can source the best products at competitive prices with highest quality and best availability
- A single ecommerce system/platform (in progress) instead of several different systems ensures efficiency in operation and big savings on development and IT expenses

# Merged Group Benefits 2/2

## Synergistic effects save costs and allow sustainable growth

- By merging or sharing the customer database, the new company can cross-promote and upsell items to a large customer database
- Centralized and shared services across business operations including IT Systems, Marketing and Customer Support means cost savings and better communication for the whole group
- Combining all customer and market data allow better data analysis resulting in better decision making on product range and pricing
- Combining these efforts will foster a higher level of customer satisfaction, and a true sustainable business foundation.

# The new 'Harris Technology Group'

Strong brand portfolio providing synergies and economies of scale

- **Anyware:** Australia's leading importer and distributor of computers accessories to IT resellers – [www.anyware.com.au](http://www.anyware.com.au)
- **Harris Technology** (including Warcom and Estore): Australia's online business IT retailer, now in its 30<sup>th</sup> year, incorporating the merged Warcom and Estore entities – [www.ht.com.au](http://www.ht.com.au)
- **YourHomeDepot:** offering premium kitchenware, cookware, appliances, homeware, outdoor products [www.yourhomedepot.com.au](http://www.yourhomedepot.com.au)
- **Wow Baby:** offering Australian families a range of quality baby and mothercare products [www.wowbaby.com.au](http://www.wowbaby.com.au)



# Current Board of Directors

Diversified Board with strong financial market and e-commerce background

## » Andrew Plympton

Executive Chairman

- Brings a wealth of experience in a diverse range of commercial activities
- Over 35 years' experience in financial services & insurance industry



## » Garrison Huang

Non-Executive Director

- Majority shareholder of Anyware, and has been the Managing Director of Anyware since 1997
- Was appointed Managing Director and CEO of Harris Technology in 2014
- Holds a Bachelor Degree in Engineering, Graduate Diploma in Computer Systems Engineering and Graduate Certificate in Marketing



## » Bob Xu

Non-Executive Director

- Has served as Business Director of Anyware Corporation Pty Ltd (Anyware) since 2012
- Is also a shareholder of Anyware, through his associated entity AZA International
- Holds a Diploma in Mechanical Engineering from the Shanghai Aviation Technology Institute



## » Mark Goulopoulos

Non-Executive Director

- Associate Director of Wealth Management at Patersons Securities
- Over 15 years' experience as an investment adviser
- Co-founder of companies in the digital arena focussed on e-commerce and mobile applications



## » Domenic Carosa

Non-Executive Director

- Over 20 years of experience in business and technology
- Co-founder and Chairman of Future Capital Development Fund Pty Ltd



## » Alyn Tai

Company Secretary

- Practising lawyer
- Specialises in the areas of corporate and commercial law, and the provision of company secretarial and legal counsel services to ASX-listed entities





# Management Team Post Merger

## Experienced Team of E-Commerce Professionals

### » Michael Fox

General Manager - Anyware

- Holds Graduate Certificate in Professional Management / Bachelor Business, Associate Diploma Business Management, completing Diploma in HR
- Over 20 years' experience in business management/operations for IT companies



### » Amy Guan

Chief Financial Officer (Acting)

- Bachelor of Law & Finance, Masters in Professional Accounting & CPA Qualified
- 8 year career in financial and senior financial positions
- Current CFO at Anyware Corporation, Harris Technology



### » Dallas Everard

GM of eCommerce (Acting)

- Extensive experience as a Buyer over 15 year career with major retailers
- Senior manager with Harris Technology for over 9 years
- Holds an Advanced Diploma in Business Management



### » Tyson Gillespie

Chief Information Officer

- Over 20 years' experience in creative and development with Fairfax
- Expertise in software development and hardware management
- Brings a vast knowledge of design and technology experience to the group



### » Cameron Anstee

National Marketing Manager

- Over 20 years' experience in distribution, retail and mass retail
- Considerable marketing and sales skills across a range of disciplines
- Holds Advanced Diploma in Marketing, Cert IV in Workplace Training



### » Aaron Steele

YHD Operations Manager/Branch Manager - Anyware

- Extensive experience in operations and product management
- 19 year career in retail and distribution, heavily sales and account focused
- Emphasis on team management, technological advancement in sales processes



# Leading Consumer Brand Portfolio

Strong brands combined with a superior shopping experience create trust and retention

- We represent the following key brands in each respective consumer segment.

## IT



## HOME WARE



## MOTHER CARE



# Cross Border Direct Shipping with Local Presence Model (CBDSLPM)

## Complementary logistics model

- Implementation of this business model is a key strategy for the future of the e-commerce business of the company. In time, we will have teams in China working directly with manufacturers allowing us to ship goods directly to customers in Australia
- Costs of logistic and international shipping are at an all time low
- Rely on our manufacturers inventory rather than local warehousing
- Customer is kept updated about every step of the process via email notification
- Australian call center, live chat and email support
- Fast and easy returns/repairs in Australia

# Market Outlook

## ONLINE INDUSTRY GROWING PRESENCE IN RETAIL SPENDING

External research seems to validate what can be generally observed, i.e. that internet shopping continues to gain momentum and is outpacing overall retail sales growth by a significant margin.

### Key drivers of the online shopping market include:

- Convenience and value for money
- Increasing levels of sophistication and comfort amongst consumers
- Continued growth in the use of mobile devices by consumers to browse and purchase products
- Entry of more online retailers and proliferation of group buying sites
- Product and service expansion by current online retailers and traditional bricks and mortar retailers improving their offerings

# Summary of Merged Group

- Two stream business model – e-commerce and Distribution
- Experienced Board and Management Team who understands the fundamentals of business principles.
- Great overhead savings from the combined entities.
- Ability to source products directly from the manufacturers.
- Operating in high growth segments of the market.

# Q & A:

- Please feel free to ask any questions you may have.

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