RVC

# **Investor Day**

1 October 2020

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### Investor Day Welcome and Objectives

Thursday, October 1, 2020





### **Welcome and RWC introductions**



Heath Sharp Group CEO



Andrew Johnson Group CFO



Sean McClenaghan CEO Americas



Edwin de Wolf



Brad Reid



Tracy Scott Group SVP Operations



Phil King Group IR Director



Christopher Sandman VP Strategy and M&A



Kal Nanji VP Group Strategic Marketing

### Agenda

Welcome and Objectives	8:30am – 8:40am	Heath Sharp
Trading Update	8:40am – 8:45am	Andrew Johnson
Safety and Operations	8:45am – 9:00am	Tracy Scott
Strategy	9:00am – 9:20am	Christopher Sandman
Markets and Growth	9:20am – 9:40am	Kal Nanji
Session 1 Q&A	9:40am – 10:00am	All
Break	10:00am– 10:10am	
EMEA	10:10am– 10:30am	Edwin de Wolf
APAC	10:30am– 10:45am	Brad Reid
Americas	10:45am– 11:10am	Sean McClenaghan
Close and Session 2 Q&A	11:10am– 11:30am	All



# **Trading Update**

Andrew Johnson, Group CFO



## **Trading update**

# All regions have seen a continuation of the trends noted at the FY20 results announcement

Region	Sales % change over pcp (constant currency)			Commentary
Americas	July: August: September <sup>1</sup> :	+22% +15% +29%	•	Continued recovery seen in Wholesale sales and Canada Retail and Hardware sales growth remains strong FluidTech, OEM and MRO sales collectively in line with prior year
APAC	July: August: September <sup>1</sup> :	+4% -2% +4%	•	External sales up 2% in August, internal sales higher but down in A\$ due to currency translation impacts We remain cautious about the outlook for the year given decline in new residential construction approvals and commencements
EMEA	July: August: September <sup>1</sup> :	-4% +5% +24%	•	Recovery in sales in UK and Europe as these markets have progressively reopened Satisfaction of pent-up demand and distributors restoring inventory levels has aided sales recovery Underlying demand levels hard to gauge at present Rising COVID-19 case numbers in UK and Continental Europe a concern



### Investor Day Safety and Operations Review

Thursday October 1, 2020





# Agenda

- 1. Safety and COVID-19
- 2. Operations Excellence





## **Safety** Our top priority remains our people

Tracy Scott, Group SVP Operations



## COVID-19

### Focus on health and safety of our people while ensuring delivery to customers

#### People



- Temperature check and health questionnaire for employees
- PPE and hand sanitizer deployed
- Work from home for office-based employees
- Frequent communication

### Procedure



- Pray Hand Spray Hand Spray Hand United
- Following government protocols
- Implemented social distancing controls in workplace
- Increased workplace cleaning protocols
- COVID quarantine and return to work procedures

### Supply Chain



- Redesigned workstations for social distancing, with some productivity impact
- Closely managing global supply chain with minimal disruptions
- Increasing output to support higher demand

### Still in the midst of COVID-19 impacts, but managing it well

# **Operations Excellence**

Driving efficiency across our global supply chain

Tracy Scott, Group SVP Operations



### **Operations Excellence Focus**

- Superior safety performance
- Cost savings to offset non-commodity inflation
- Lean management to drive plant efficiency
- **Employee** engagement/ownership
- Standardize and leverage global spend
- Procurement risk mitigation strategies
- Supply chain optimization through S&OP
- Global benchmarking to identify and share **best** practices across the Group
- Capacity **investment strategy** to enable growth
- Manufacturing and distribution footprint strategy





## **Operations Excellence – Cl and Procurement**

Advancing our Continuous Improvement culture and processes

Lean Management	Implemented Lean Manage			gorous <b>initiative</b> <b>acking</b> process		ng <b>global best</b> tice sharing
Procurement	Standardize and <b>leverage</b> global spend	Execu procure categ strate	ement Jory	Procurement <b>risk m</b> strategies (make y onshoring, back integration)	vs. buy, ward	Managed COVID and <b>US/China</b> tariff impacts

Closely monitored, impactful initiatives driving efficiencies and improvements globally



## **Operations Excellence – Supply Chain**

Continuous improvement in Supply Chain processes to drive efficiency and service

### **Supply Chain Actions**

- Implemented S&OP in Americas; translate to other regions in FY21
- Improved scheduling and inventory planning
- Benchmarking to share best practices across regions



### **Ongoing Results**

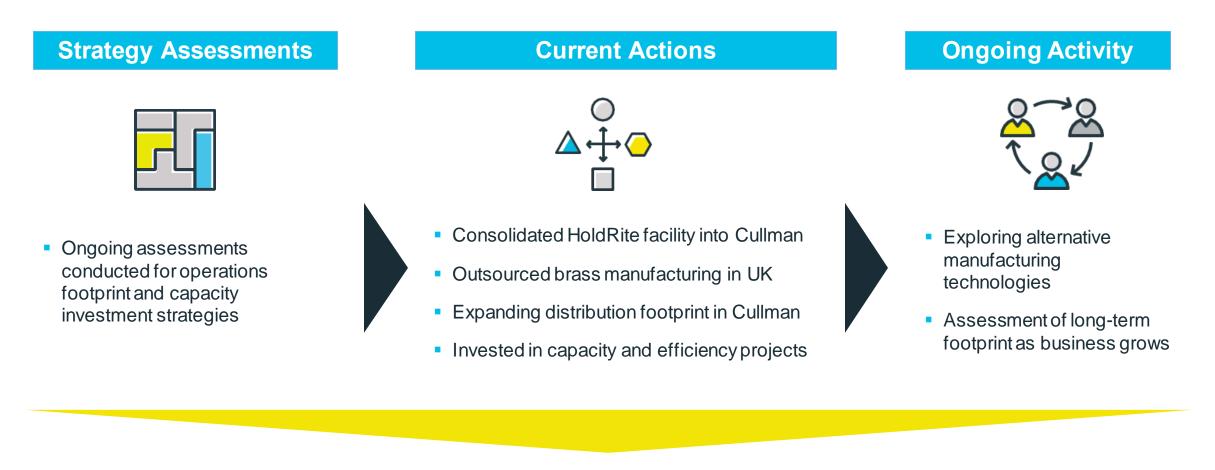
- 98+% OTIF into US retail despite COVID challenges
- Efficiencies through improved inter-region supply chain mgmt.
- Effective COVID supply chain management

Enabling continued growth while scaling more efficient, lower cost operations



## **Operations Focus – Manufacturing Strategy**

Strategic actions to ensure productive and efficient operations footprint



Long-term vision for operations footprint to ensure capacity, efficiency, and profitability



### Investor Day Strategy and Market Review

Thursday October 1, 2020





# Agenda

- 1. Strategy Review
- 2. Markets and Growth



# **Our Strategy**

### Focused priorities delivering growth and profitability

Christopher Sandman, VP Strategy and M&A



### **Strategy summary**

A focused plan to generate shareholder value through growth and profitability

Generate sustainable demand for our products	Drive results with distinctive capabilities	Attract and retain the best talent in our industry
Know the Customer	Product Leadership	Support Our People
Serve the Customer	Distributor Partnerships	Develop Talent
Grow the Customer	<b>Operational Excellence</b>	Positive Social Impact
	Create shareholder value by growing revenue and increasing profitability	20



### **Generate sustainable demand for our products**

Focus relentlessly on the needs of our customers to generate sustainable demand for RWC solutions across regions

	Goals	Our Strategy in Action
Know the Customer	<ul> <li>Understand their day to day challenges</li> <li>Gain insights and solve their problems</li> <li>Deliver clever solutions</li> </ul>	<ul> <li>Through in-depth customer interactions, developing solutions to challenges including labor shortage, improving efficiency, and reduced callbacks</li> </ul>
Serve the Customer	<ul> <li>Unmatched customer service responsiveness</li> <li>Industry leading delivery, availability, and support across portfolio of strong brands</li> </ul>	<ul> <li>High volume capacity and distribution capabilities to scale across levels of demand</li> <li>Contractor services providing tech support, design services, and submittals for our Americas Commercial segment</li> </ul>
Grow the Customer	<ul> <li>Own the project with compatible solutions</li> <li>Provide merchandising, marketing and training excellence</li> </ul>	<ul> <li>Focused BD teams calling on MEPs and Engineers and expanding our opportunity per project</li> <li>Dedicated channel teams in EMEA focused on growing FluidTech solutions across application</li> </ul>





## Attract and retain the best talent in our industry

Invest in an inclusive, supportive, and sustainable business to attract and retain the best talent in our industry

	Goals	Our Strategy in Action	
Support Our People	<ul> <li>Continuously improving employee engagement to grow a strong company culture centred around our S.P.I.R.I.T.<sup>1</sup>values</li> </ul>	<ul> <li>Ongoing employee engagement measurements to benchmark and improve our culture</li> <li>Newly launched S.P.I.R.I.T values recognition program to encourage and showcase employees leading with our values</li> </ul>	
Develop Talent	<ul> <li>Grow, mentor, and challenge our people throughout the organization</li> </ul>	<ul> <li>Established talent development, succession planning, and training initiatives across our regions to ensure our talent can grow to their potential</li> </ul>	
Positive Social Impact	<ul> <li>Provide an inclusive and energetic place to work through D&amp;I leadership</li> <li>Align and integrate ESG approach into business objectives</li> </ul>	<ul> <li>Broad, goal focused D&amp;I initiative implemented and integrated across regions</li> <li>Developing strong ESG foundation embedded into core values and driving community engagement, sustainability initiatives, and superior governance</li> </ul>	

### RWC

## **Drive results with distinctive capabilities**

Create value through delivery of quality products with world class cost structure to grow revenue, increase profitability, and build shareholder value



Product Leadership



Distributor Partnerships



#### Operational Excellence

- Deliver an unrivaled portfolio of solutions focused on ease of use and labor savings by leveraging R&D, supply chain, and M&A
- Put value on shelves through innovation and demand generation
- Actively pursue opportunities with channel partners to grow their business
- Margin enhancement through continuous improvement initiatives across operations and supply chain
- Rigorous SG&A control and responsible capital allocation

### **Our Strategy in Action**

- Leveraging our R&D centers across our regions to address end user challenges
- Ongoing portfolio assessments designed to fill gaps through strategic development or established programmatic M&A
- Leveraging the strength of our channels to extend our powerful brands into new adjacent core categories
- Growing revenues of core product through creative merchandising that highlights the benefit of total solutions
- 98%+OTIF into our Americas retail channel
- Lean management to drive plant efficiency and employee ownership/engagement
- Supply chain optimization through robust S&OP



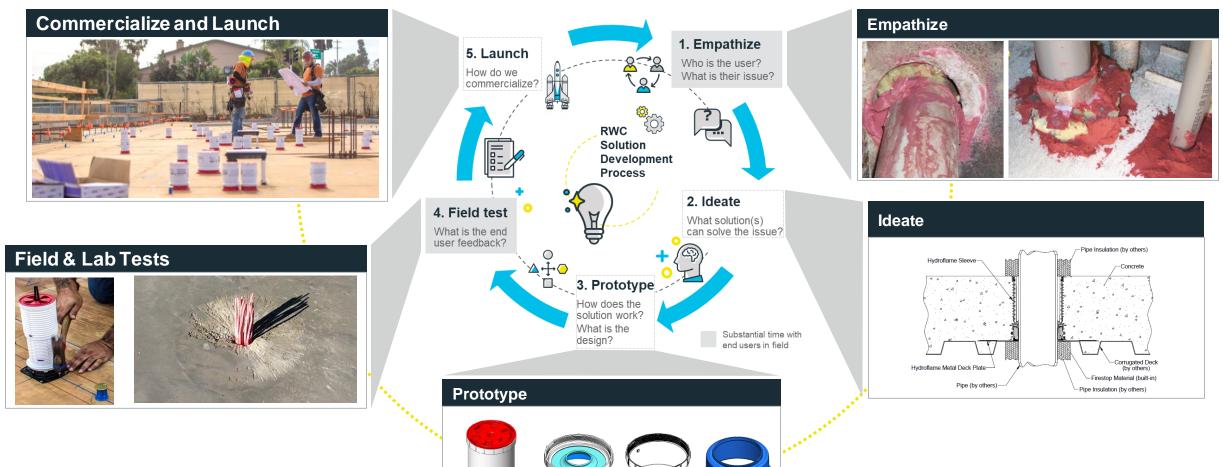






### **Product Leadership – Know the Customer**

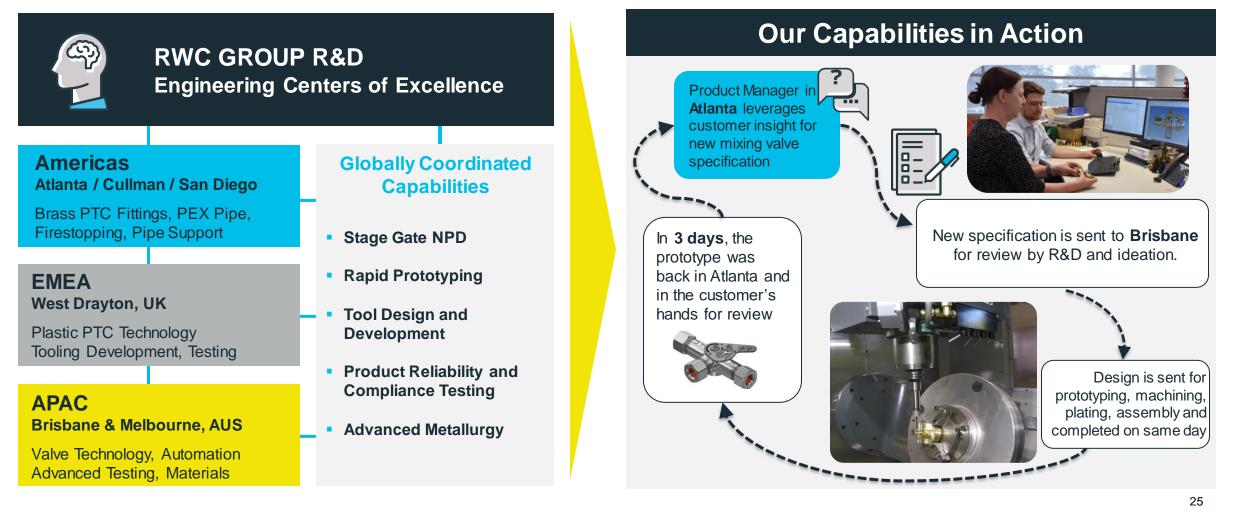
Successful Firestop solution developed by gaining insights through customer empathy and responsive, iterative development





## **Product Leadership – R&D Capability**

Our R&D centers of excellence leverage insights to develop solutions solving end user challenges for our customers around the world





### **Distributor Partnerships – Retail Excellence**

We create tremendous value for our strategic partners through demand generation, service excellence, and proactive engagement



2018 Lowe's Vendor Partner of the Year for Building Materials

An incredible honor in just one year of partnership with Lowe's

### **Value Creation in Action**

Growth through increasing space for existing, in demand categories

Growth through expansion into new categories along with improvement in customer focused merchandising





### RMC

## Strategic priorities support our long-term vision

Be the premier plumbing products company worldwide, recognized for customer focused innovation, value generating brands, unmatched service, and a dynamic team culture

### Generate sustainable demand for our products

#### Know the Customer

- Understand their day to day challenges
- Gain insights and solve their problems
- Deliver clever solutions

#### Serve the Customer

- Unmatched customer service responsiveness
- Industry leading delivery, availability, and support across portfolio of strong brands

#### Grow the Customer

- Own the project with compatible solutions
- Provide merchandising, marketing and training excellence

#### Drive results with distinctive capabilities

#### **Product Leadership**

 Deliver an unrivaled portfolio of solutions focused on ease of use and labor savings by leveraging R&D, supply chain, and M&A

#### Distributor Partnerships

- Put value on shelves through innovation and demand generation
- Actively pursue opportunities with channel partners to grow their business

#### **Operational Excellence**

- Margin enhancement through continuous improvement initiatives across operations and supply chain
- Rigorous SG&A control and responsible capital allocation

### Attract and retain the best talent in our industry

#### **Support Our People**

 Continuously improving employee engagement to grow a strong company culture centred around our S.P.I.R.I.T. values

#### **Develop Talent**

• Grow, mentor, and challenge our people throughout the organization

#### Positive Social Impact

- Provide an inclusive and energetic place to work through D&I leadership
- Align and integrate ESG approach into business objectives

Create shareholder value by growing revenue and increasing profitability

# **Markets and Growth**

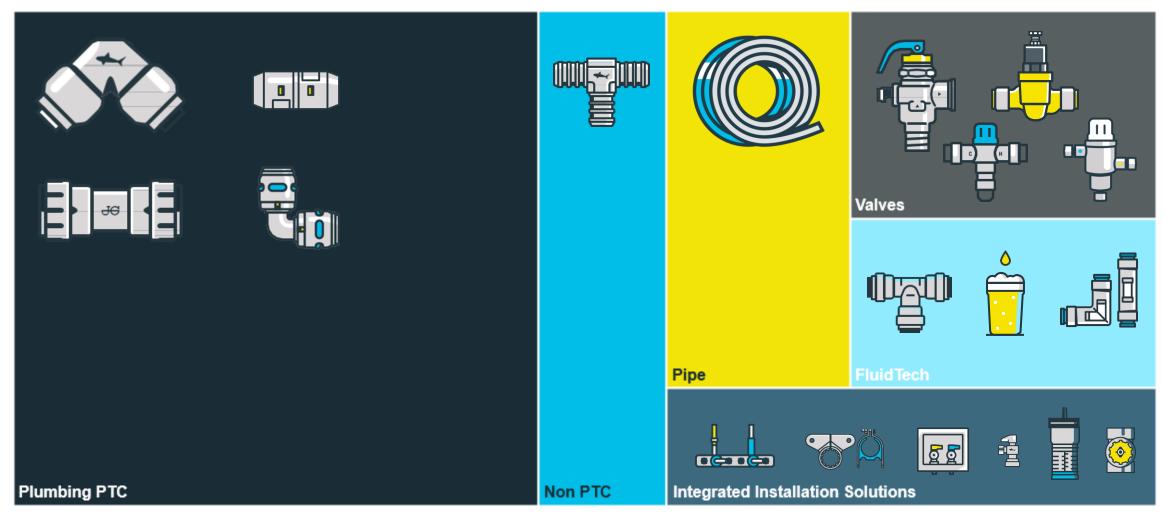
Powerful global brands in relevant categories supporting our End Use Customer

Kal Nanji, VP Group Strategic Marketing



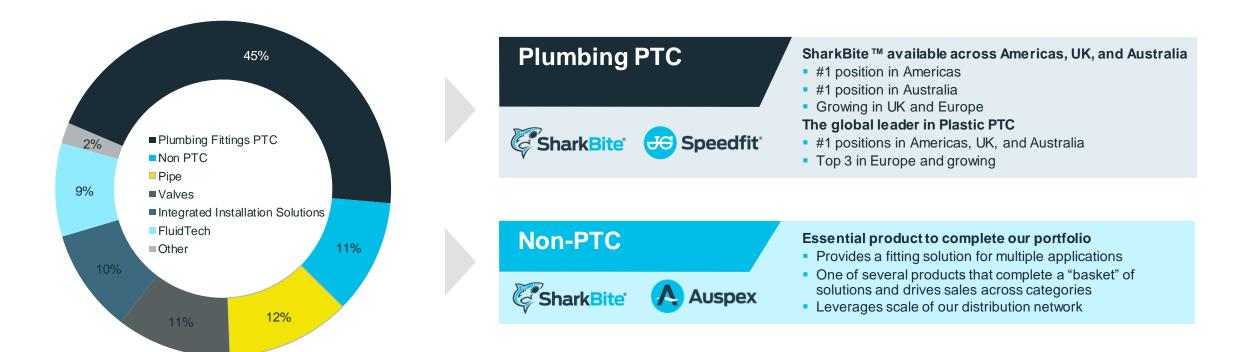
### **Category leadership**

Growing diversification offers a basket of product solutions for our core markets



## Fittings provide a strong foundation

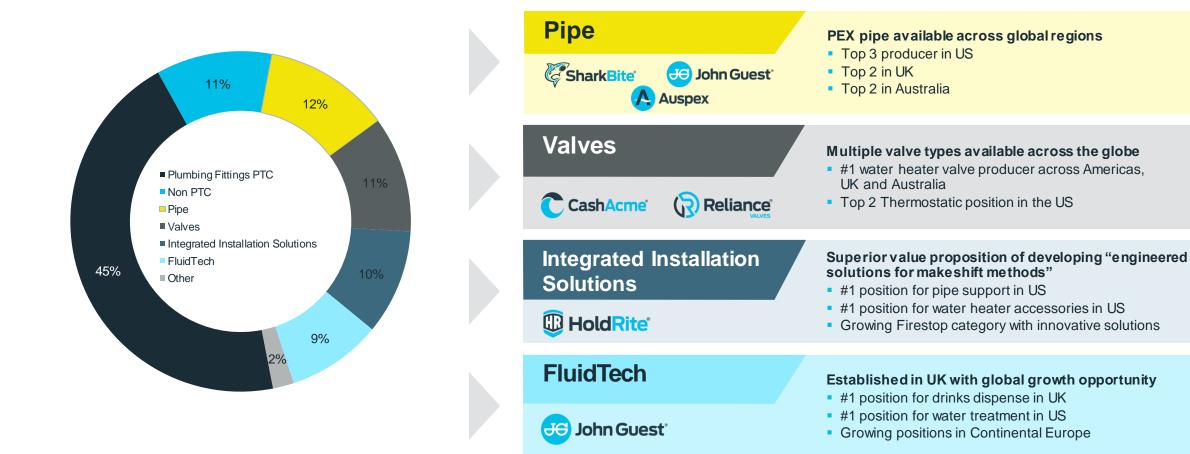
A variety of fittings solutions that deliver efficiency and reliability available through a vast network of outlets across markets and channels





### **Growing category diversification**

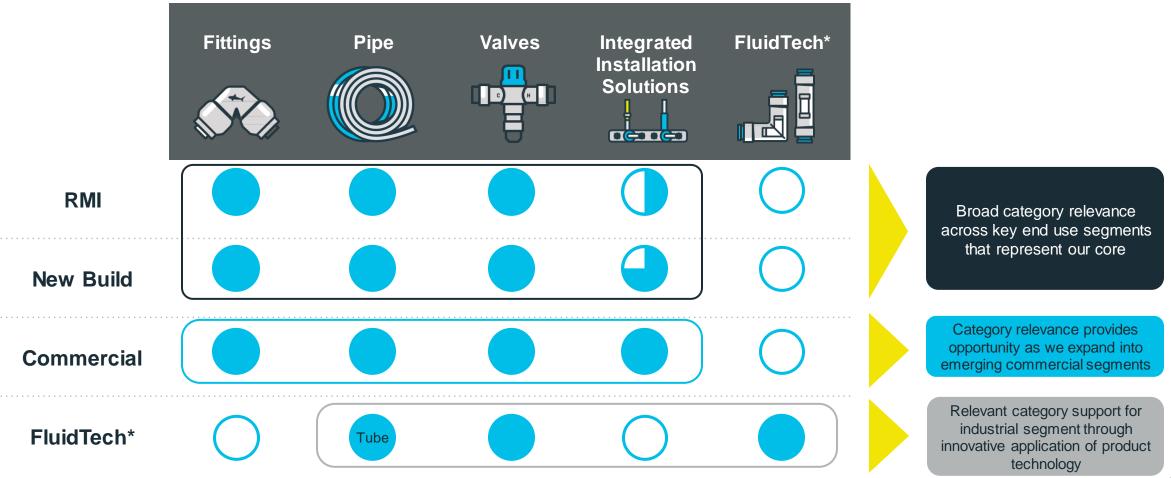
RWC has built a complete portfolio of solutions with top market positions - all aligned with the SharkBite value proposition – ease of use, efficiency, labor savings, and availability





### **Category relevance to End Use**

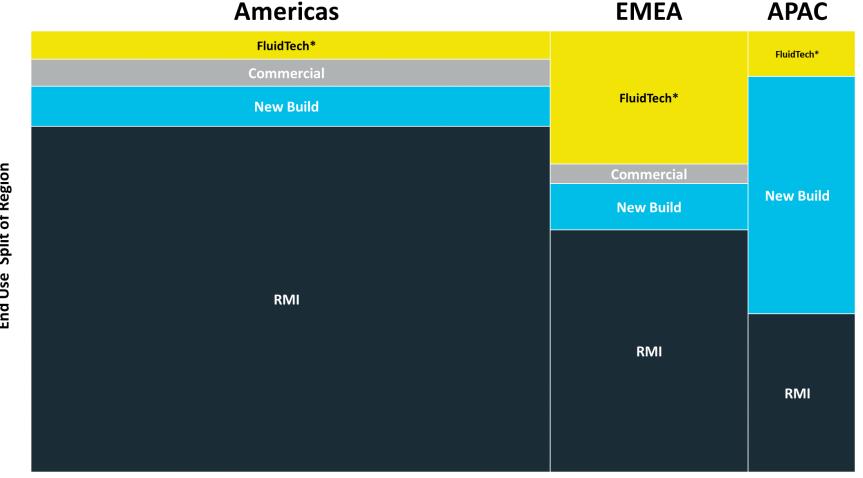
RWC categories offer broad relevance across core segments and upside opportunity in emerging segments





### **End Use by Region**

Core RMI market represents significant share of global end use segments



Split of Region End Use

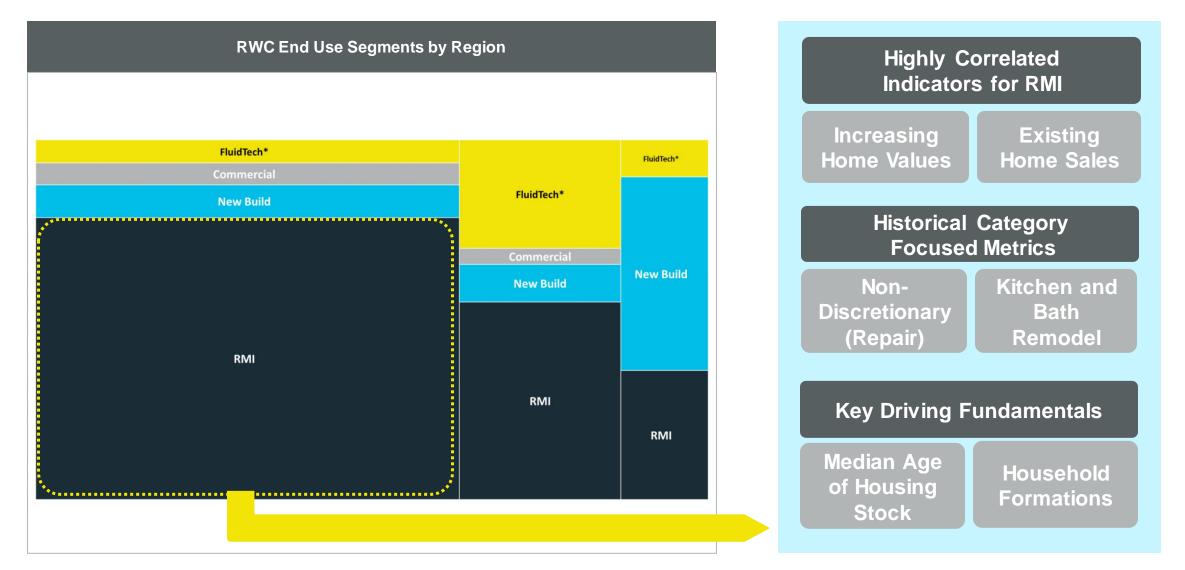
**Region Split of Total** 



34

### **Core End Use Segment – Americas RMI**

What drives the long-term market for our largest end use segment?

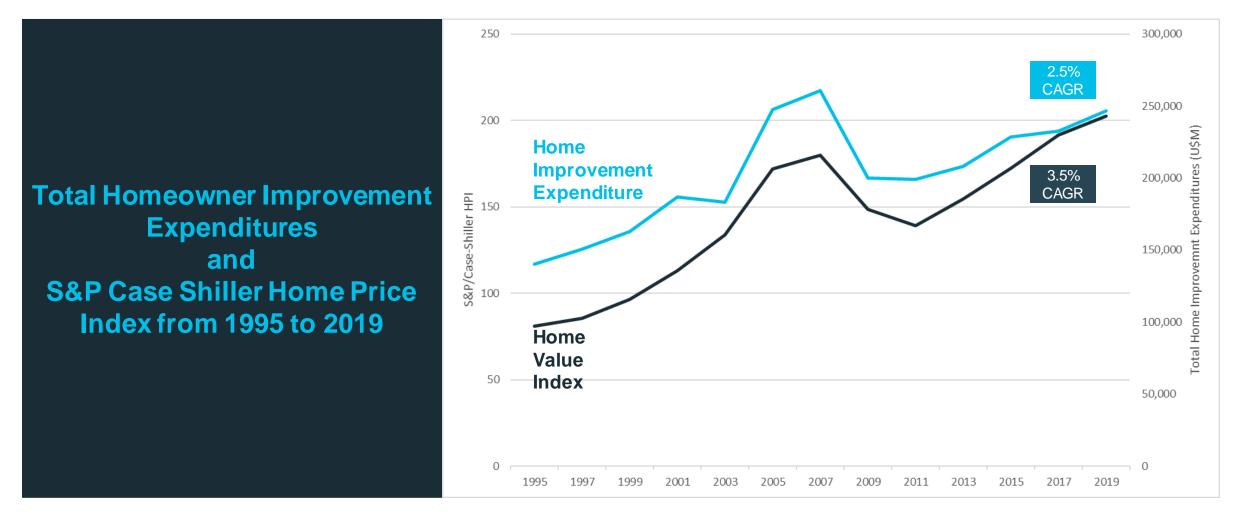




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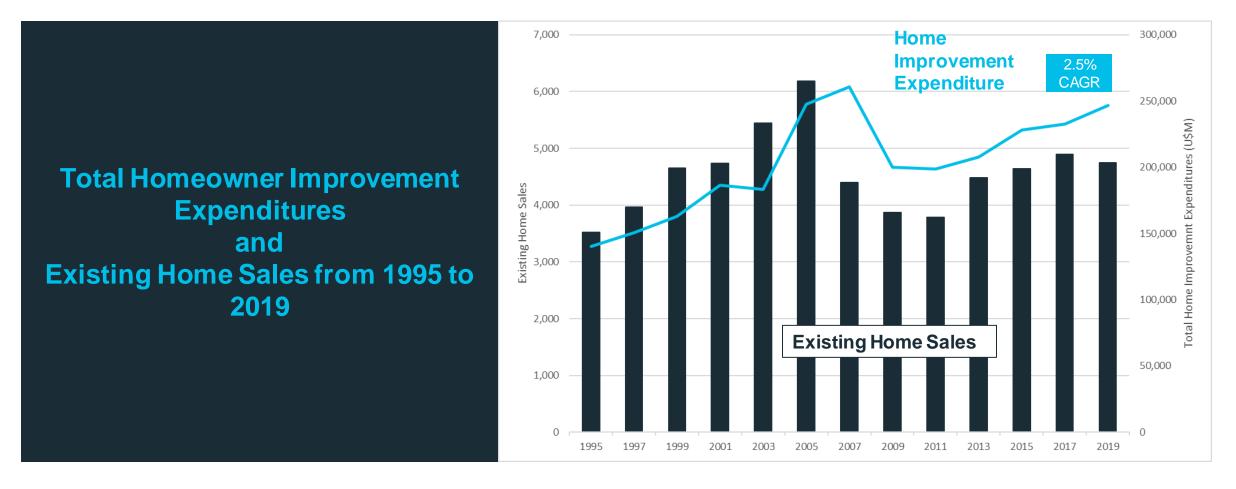
### **Highly Correlated Indicators – Home Values**

Strong historical correlation of home improvement expenditure to home values



# Highly Correlated Indicators – Existing Home Sales

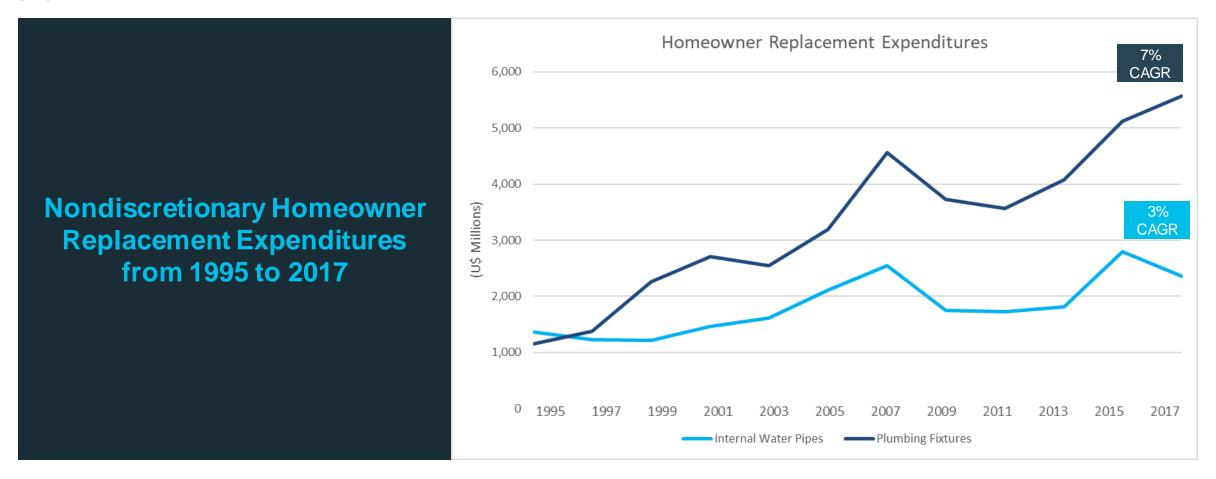
Strong historical correlation of home improvement expenditure to existing home sales



Source: National Association of Realtors, JCHS tabulations of US Department of Housing and Urban Development (HUD), 1995–2017 American Housing Surveys; 2019 Home Improvement expenditure value projected using JCHS LIRA actual YOY change %

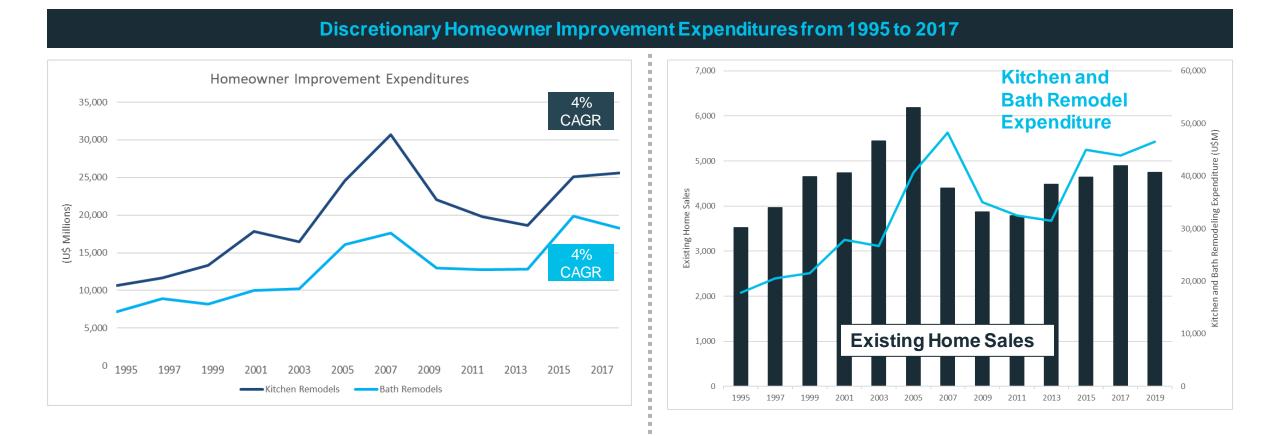
# **Key Historical Metrics – Homeowner Replacement**

Stable, historical growth of 3% CAGR in homeowner replacement of internal pipes



# **Key Historical Metrics – Homeowner Improvements**

Bath and Kitchen remodels are highly correlated to existing home sales

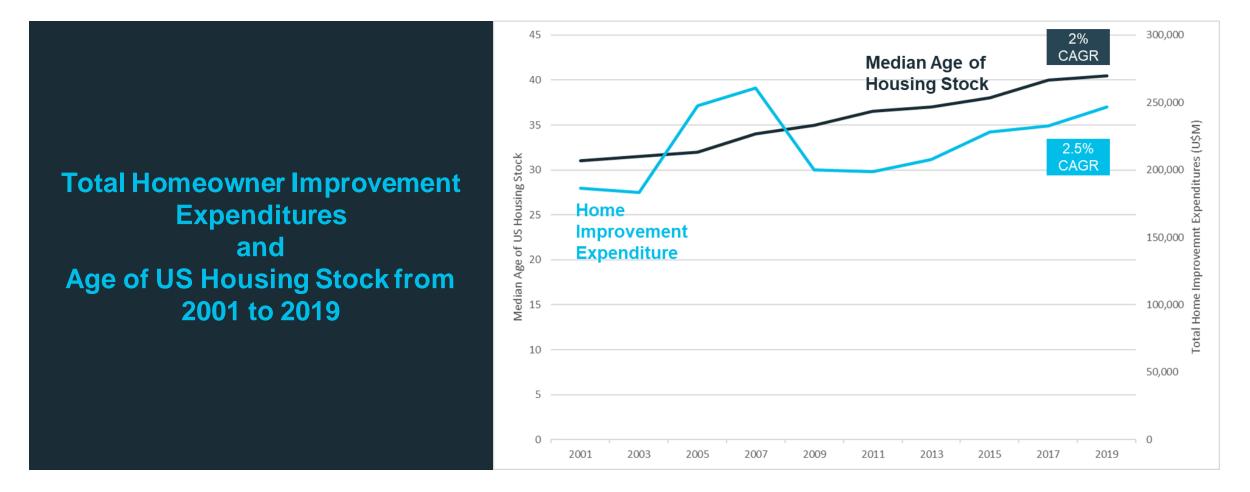


Source: JCHS tabulations of US Department of Housing and Urban Development (HUD), 1995–2017 American Housing Surveys.

Source: National Association of Realtors, JCHS tabulations of US Department of Housing and Urban Development (HUD), 1995–2017 American Housing Surveys; 2019 Home Improvement expenditure value projected using JCHS LIRA actual YOY change %

### RWC Key Driving Fundamentals – Age of Housing Stock

Strong historical correlation with home improvement expenditure

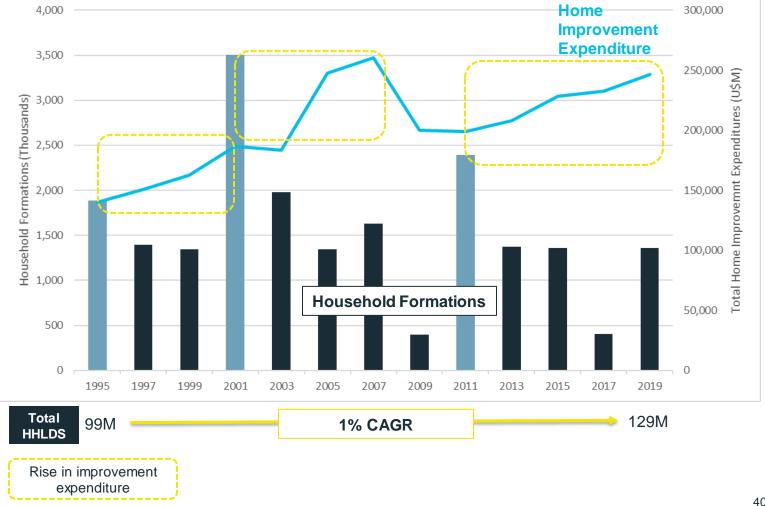


Source: US Census Bureau, JCHS tabulations of US Department of Housing and Urban Development (HUD), 1995–2017 American Housing Surveys; 2019 Home Improvement expenditure value projected using JCHS LIRA actual YOY change %

### **Key Driving Fundamentals – Household Formation**

Household formation spikes drive home improvement expenditure

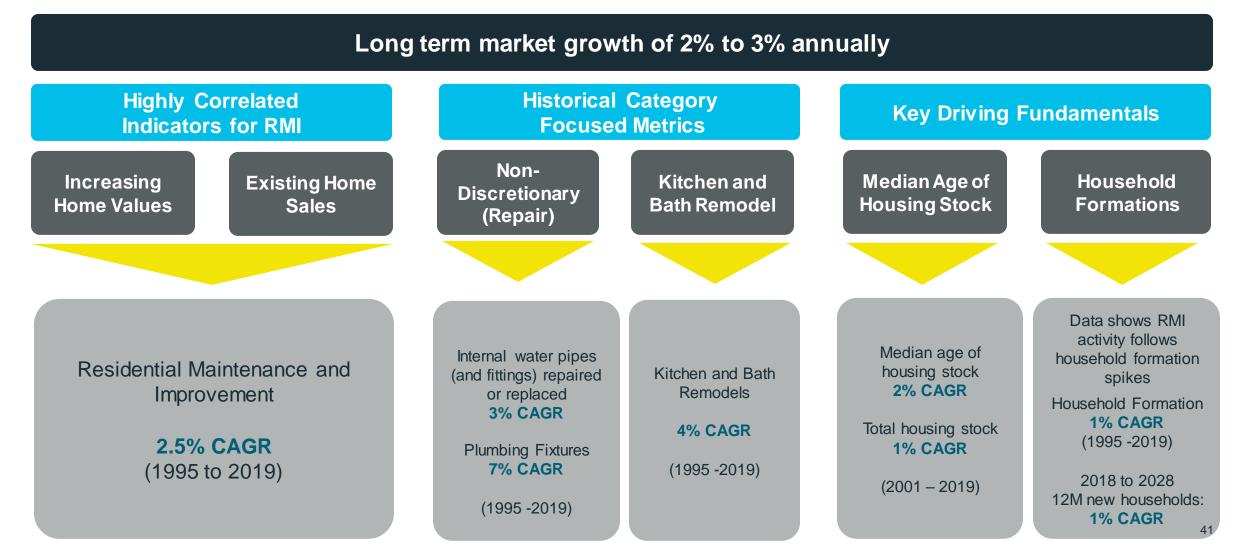
**Total Homeowner Improvement Expenditures** and **Additional Household** Formation change by year from 1995 to 2019



Source: US Census Bureau; JCHS tabulations of US Department of Housing and Urban Development (HUD), 1995-2017 American Housing Surveys; 2019 Home Improvement expenditure value projected using JCHS LIRA actual YOY change %



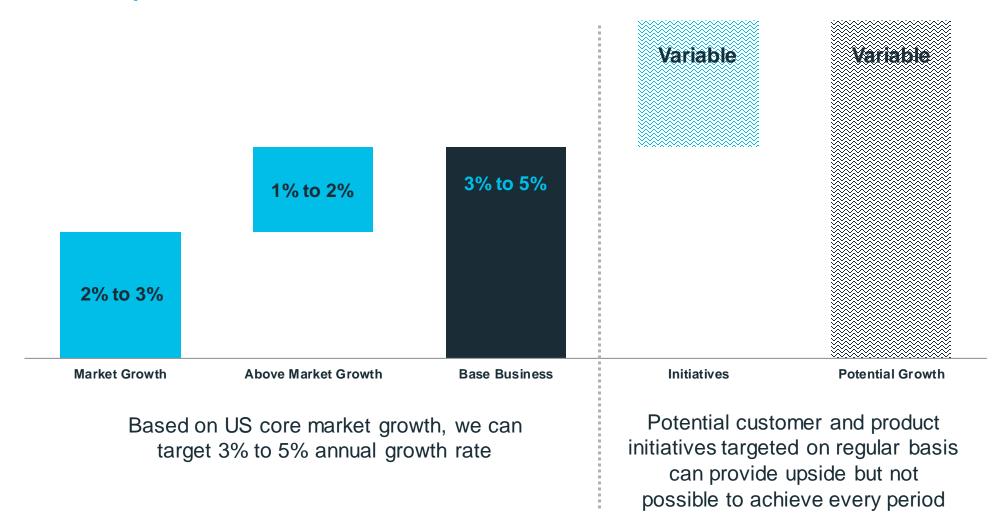
# Stable historical growth and key fundamentals support our core repair segment





### **US Growth Estimate – Potential Upside**

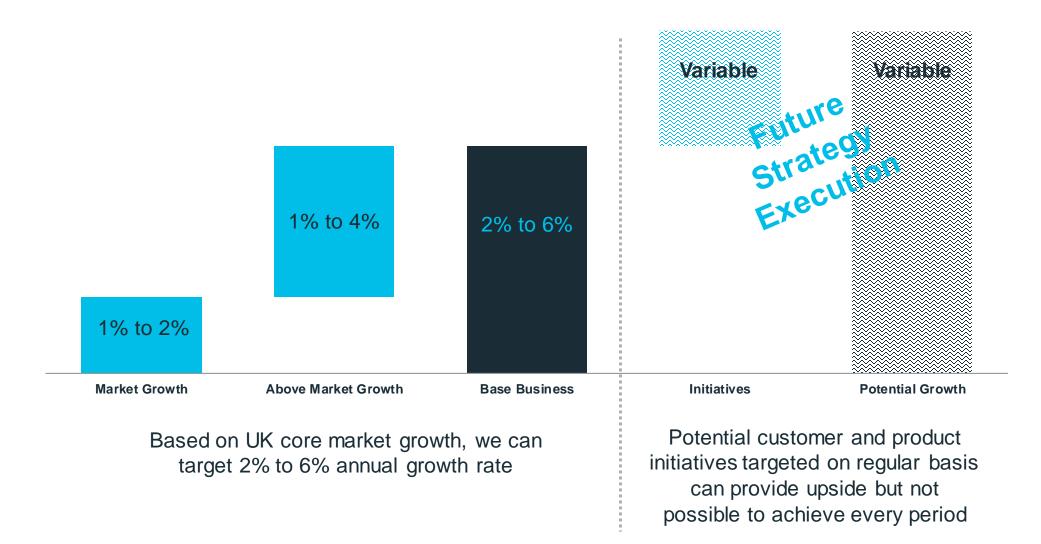
In any given period, targeted base business growth rate with upside from specific customer and product initiatives





### **UK Growth Estimate – Potential Upside**

Building and validating a confidence measurement for UK base business growth





# **Q&A – Session 1**





# Break 10 minutes

45



### Investor Day Regional Review

Thursday October 1, 2020





# **EMEA Review**

Edwin de Wolf, CEO EMEA

### RWC

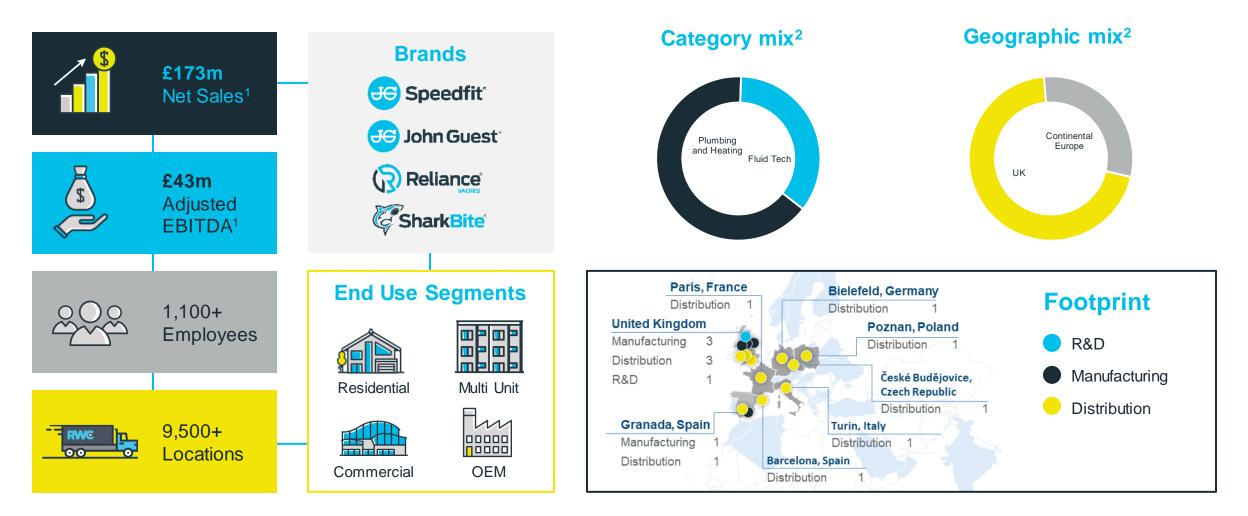
# Agenda

- 1. EMEA business snapshot
- 2. Market update
- 3. Strategy
- 4. Key investments



### **EMEA business snapshot**

Exceptionally strong brands in a diversified set of markets and geographies





## **RWC EMEA Operations snapshot**

### Robust operations footprint producing over 1B components annually

### UK Manufacturing Footprint

#### RWC UK sites with manufacturing

Other RWC UK sites



#### LAUNCESTON 33k sq ft manufacturing/ >40 machines

- Molding, welding & assembly
- Produces plastic fittings and flexi-hoses
- Overflow warehousing

### **WEST DRAYTON** 200k sq ft manufacturing/216 machines

- Main UK manufacturing site
- Produces plastic mouldings & finished components
- Tool design & manufacture

#### MAIDENHEAD

#### c60k sq ft manufacturing/9 extrusion lines

- Pipe extrusion facility
- Autoclaves (PEX production step)

#### VALE PARK

#### c2k sq ft manufacturing

- OEM assembly
- Small warehouse (RWC products)

#### HAYES c3k sq ft manufacturing

- Underfloor Heating assembly
- Goods In

#### BRACKNELL c70k sq ft distribution

Primary finished goods warehouse

### Key performance objectives delivered

- Continued improvement on HSE with focus on leadership
- Response to COVID-19 pandemic with furlough, remote working, phased return to work and social distancing throughout operations
- Brass component production outsourced for greater efficiency
- Roll out and integration of SAP in Q4

#### **Production**

#### In FY20:

- Over 1.2B moulded components
- Over 200M finished fittings
- 140M+ feet of pipe

#### Delivery

- Average 1,200 shipments per day
- SAP implemented

#### Safety of Our People is Priority

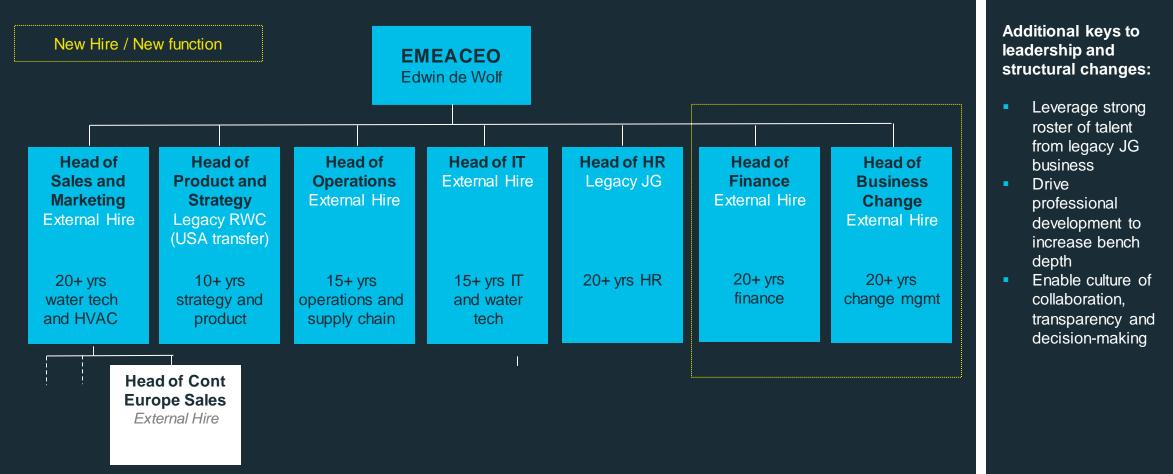
Managing social distancing requirements





## **RWC EMEA talent and organization snapshot**

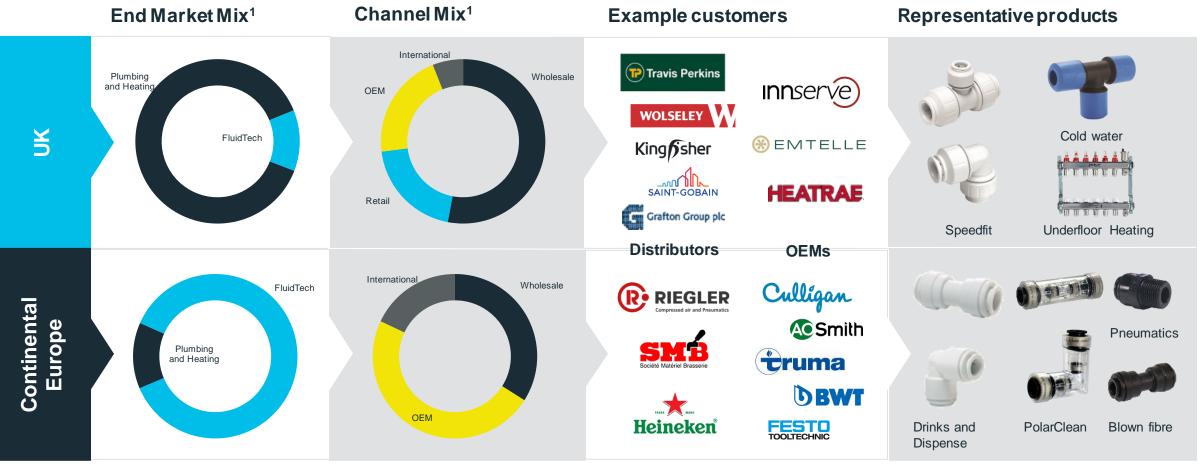
Strengthened leadership team and UK organizational structure to better support growth and collaboration





## **RWC EMEA geographic snapshot**

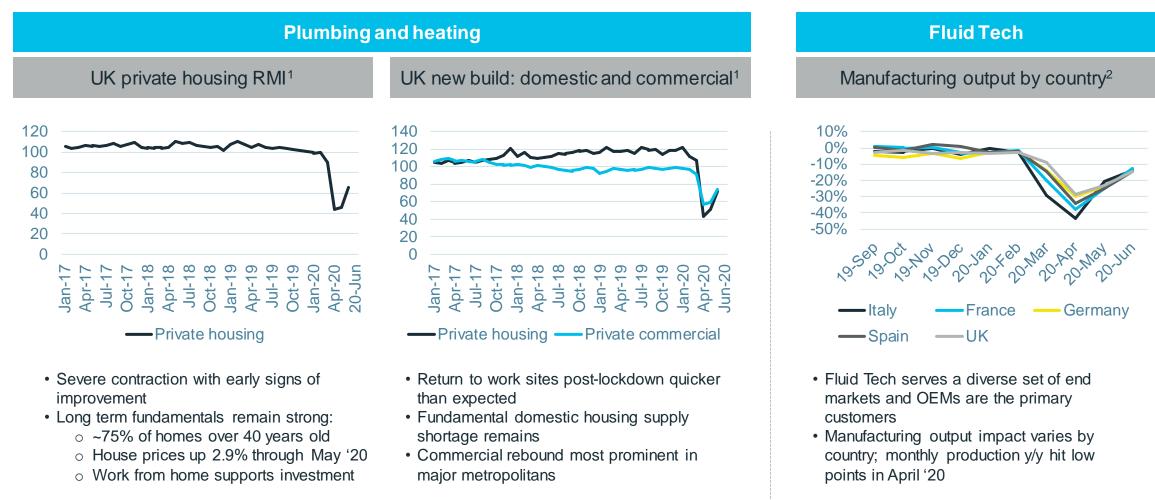
RWC's stronghold in UK plumbing and heating market is similar to the Americas whereas continental Europe is focused on OEMs in FluidTech markets





### **Market update**

### Short-term CV19 impact but underlying, long-term fundamentals strong



2. Source Trading Economics Industrial Output; chart represents monthly year-over-year production output growth

## **EMEA** strategy

### Enabling specific initiatives in UK and Europe to accelerate, expand and access

Key underlying drivers			UK	<b>Continental Europe</b>	
Expand basket for		Goals	Plans	Goals	Plans
existing end users with focus on driving innovative, time saving product Leverage strength of	Accelerate	Achieve profitable growth in core, repair and maintenance	<ul> <li>P&amp;H RMI: expand share and offering in core market through continued focus on Speedfit range, underfloor heating, and leveraging combined RWC and JG portfolios for complete</li> </ul>	Continue to develop FluidTech markets in Europe	FluidTech: further develop existing markets with required product development and support
brands Utilise core operational and execution competencies	Expand	market Grow into adjacent plumbing and heating end use segments	<ul> <li>solutions</li> <li>P&amp;H domestic new build: supplement existing regional builder accounts with select national, volume developers</li> <li>P&amp;H commercial: evaluate product and capability requirements to further penetrate adjacent commercial market</li> </ul>	Grow into adjacent Fluid Technology end markets in Europe	<ul> <li>FluidTech: develop new FluidTech end markets and support global penetration (Americas, APAC) of existing markets</li> </ul>
	Access			Enter select European geographies	<ul> <li>P&amp;H RMI: prioritize specific European geographies for penetration of P&amp;H markets organically and/or inorganically</li> </ul>

# Key investments and organizational enhancements

Investment continues to support core competencies and optimise the organization for future growth

**Operations** 

IT



Continued investment in equipment and automation to drive greater efficiency and output



Continued investment made in upgraded equipment and systems from legacy, bespoke systems (e.g., ERP)

#### Restructuring



Restructure of UK operations to be completed in October with net reduction of 60 positions, undertaken to leverage efficiencies from ERP implementation and in response to Covid-19



# **APAC Review**

Brad Reid, CEO APAC

# Agenda

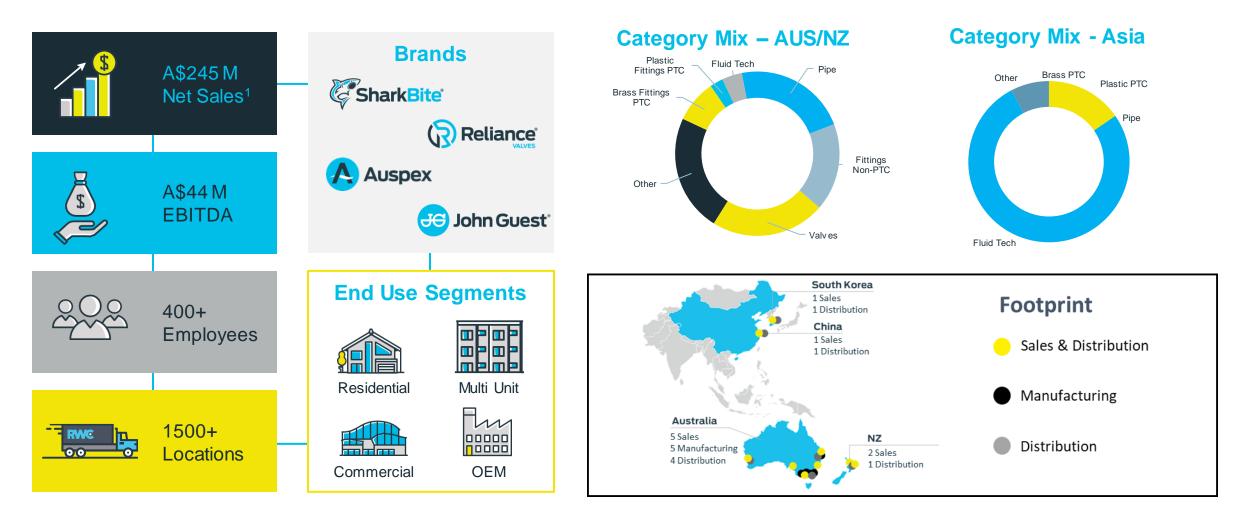
- 1. APAC business snapshot
- 2. Market dynamics
- 3. Strategy and growth initiatives
- 4. Talent and organization
- 5. Operations footprint

RVX



## **RWC APAC snapshot**

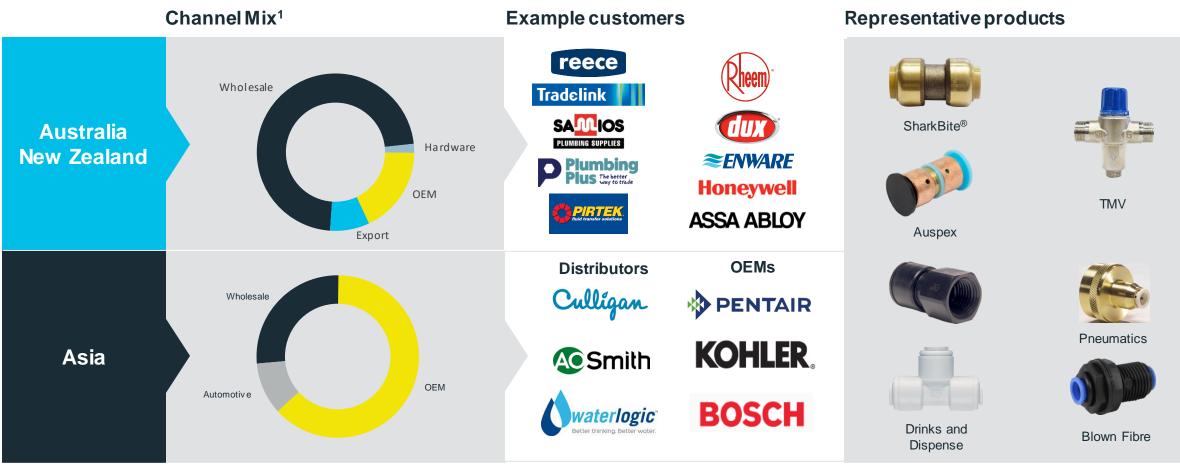
Exceptionally strong brands in a diversified set of markets, and geographies





### **APAC snapshot: products and customers**

RWC's stronghold in Australia/New Zealand back of wall plumbing market is where the company began, and remains the market leader



# Solutions for the built environment

### Wide ranging applications across multiple segments drive our continued growth



#### Q1, Gold Coast, AUS

Consistent temperature and flow rates are delivered to individual buildings using RMC Pressure Reducing Valves (PRVs) and HeatGuard<sup>®</sup> Tempering Valves (HTVs).

#### High Rise Solutions Melbourne

SharkBite<sup>®</sup> push-to-connect fittings reduced installation time by 75%. Now used by all the leading tier one corporate plumbers in Melbourne.





#### Caravan Plumbing Fittings

John Guest plumbing fittings are durable, efficient and incredibly easy to work with. Added to this, are the John Guest branded shut-off valves and tube inserts. An end-toend solution for all caravan manufacturers

#### Domestic Housing Across Australia

Proven design and quality for home construction, Auspex <sup>®</sup> solutions cover cold and hot water, and natural gas systems throughout the home.





### **APAC** market update

# Short-term outlook clouded by economic uncertainty, but long-term fundamentals remain strong

### Short term macro trends

- COVID-19 introduced short-term uncertainty
- APAC 2021 forecast decline 10%, but a chance to be flat dependent on bounce back from COVID-19
- Market Forecasts vary widely but government incentive programs are expected to stabilize market trends
- One certainty is construction <u>approvals</u> have been severely impacted in F20, which is the basis for the declining market expectation in F21

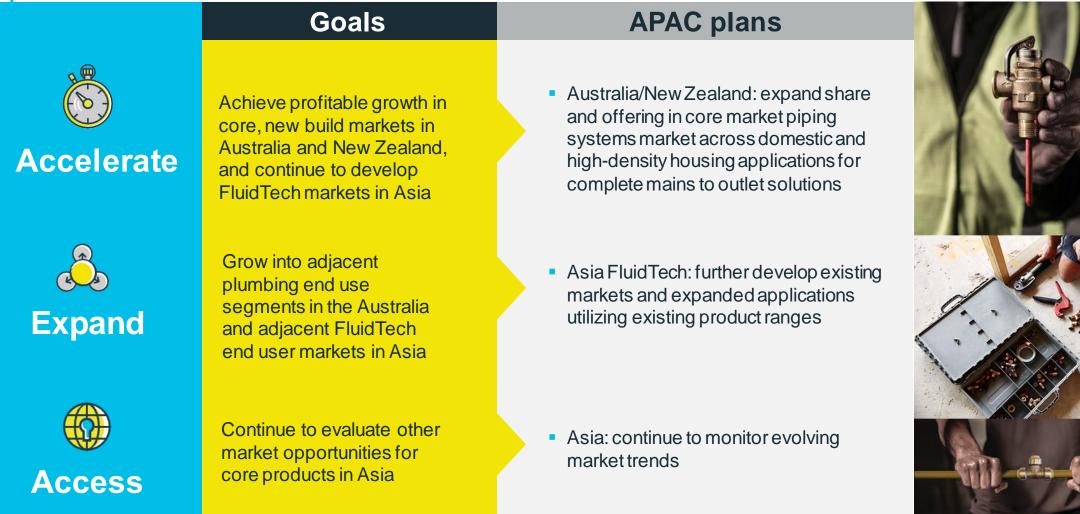
### Long term fundamentals strong

- Long term Australian outlook is positive prior to COVID-19, market was ready to strengthen after several years of housing construction decline
- Asia manufacturing is expected to stabilize quickly early signs are already showing of a rebound in F21
- Skilled labor shortage will drive demand for RWC's labor saving product solutions



# Our growth strategies and priorities

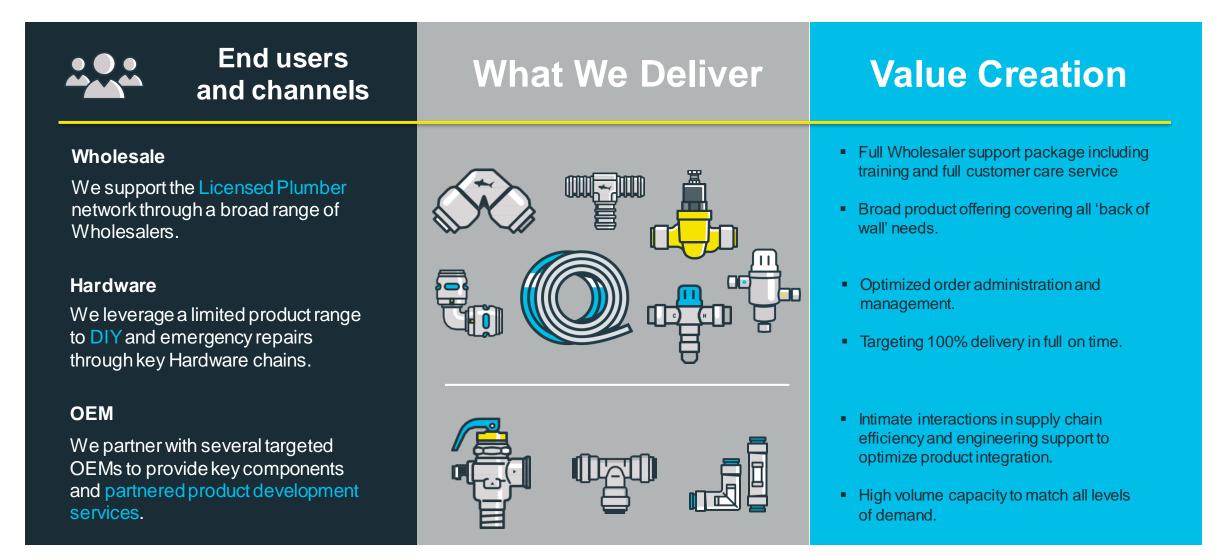
Driving core product initiatives in APAC to serve existing markets and emerging opportunities





# **APAC – AUS Core Growth Initiatives**

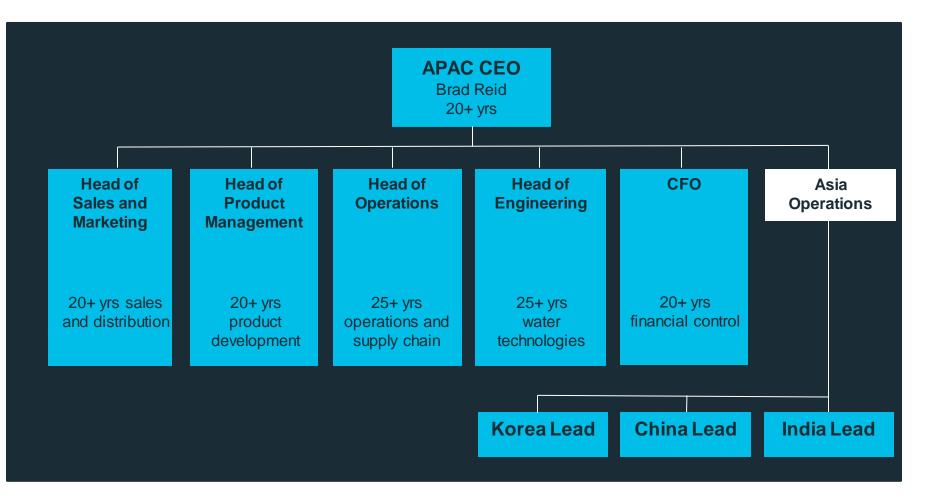
Evolving market conditions and new opportunities drive our growth in our core market





## **Talent and organization**

Strong and experienced leadership team is the backbone of the APAC organization, with combined unequalled industry knowledge in our core markets



Additional keys to leadership:

- Industry leading talent pool in all business departments
- Focus on internal skills growth fostering future leaders
- Drive professional development to increase bench depth
- Enable culture of collaboration, transparency and decision-making



# **RWC APAC operations snapshot**

Robust operations footprint producing over 30M finished products annually

### APAC Manufacturing Footprint



RWC sites with manufacturing

Other RWC sites



### **Eagle Farm, BRISBANE** c5k sq MT manufacturing

- Brass machining
- Valve assembly and testing

#### **Croydon, MELBOURNE** c3k sq MT manufacturing

- Plastic molding facility for fittings and valves
- Plastic tool design & manufacture

#### Moorabbin, MELBOURNE c2k sq MT manufacturing

- Automated brass forging
- Forging tool design centre

#### Braeside, MELBOURNE c2k sq MT manufacturing

- Automated high-volume brass machining facility
- OEM component processing

#### Dandenong, MELBOURNE c5k sq MT manufacturing

- PEX pipe extrusion
- SharkBite assembly

**Smeaton, MELBOURNE and Pinkenba, BRISBANE** c13k sq MT distribution

Primary finished goods warehouses

#### Key performance objectives

- Continued improvement on HSE with focus on leadership
- Deliver Continuous Improvement program to improve efficiency
- Optimize process efficiencies via SAP

#### **Production**

In FY20:

- Over 200 million components
- Over 30 million finished fittings
- Over 12 million meters of pipe
- Over 1 million safety and thermostatic valves

#### Delivery

- 35k Orders shipped annually
- OTIF up to 95%



# **Americas Review**

Sean McClenaghan, CEO Americas

### RWC

# Agenda

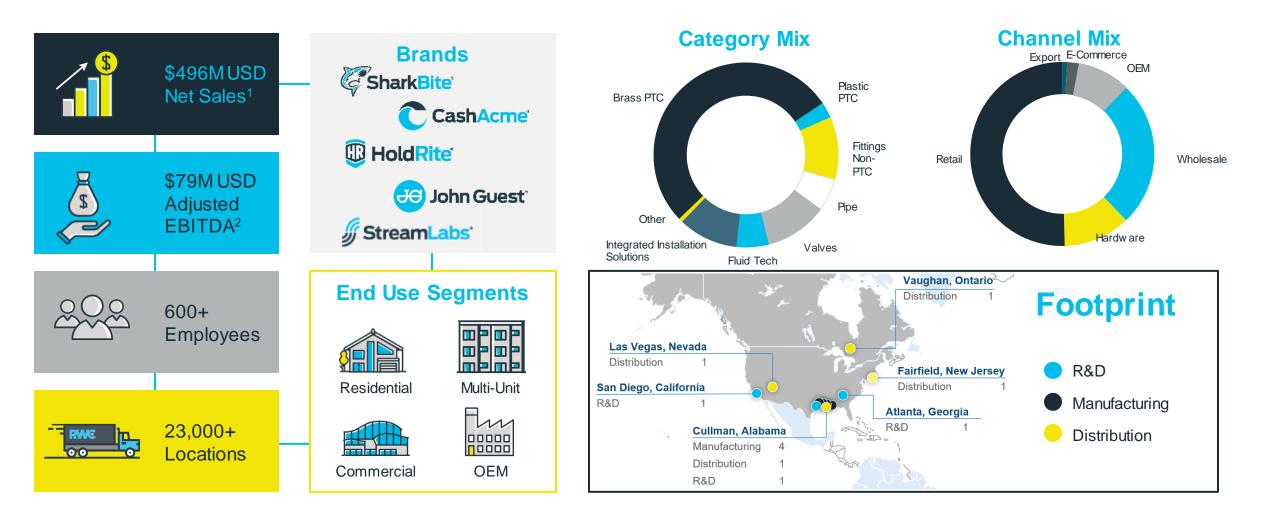
- 1. Americas business snapshot
- 2. Market dynamics
- 3. Strategy and growth initiatives
- 4. Operations update



(in USD)

## **RWC Americas snapshot**

Well positioned brands across a diverse product range serving multiple segments



<sup>1</sup> Segment net sales includes \$1.8 million of intercompany sales to other segments; FY20 Results

<sup>2</sup> EBITDA before one-time charges for restructuring actions including La Vergne relocation, Aquallence impairment, Stream Labs impairment and reserves, and severance



## **Americas distribution strategy**

A multichannel approach is core to our go-to-market strategy supporting both RMI and new construction end markets with broad product availability

		Key RWC Brands	End Use Segments	Channel Value Proposition
<section-header><text></text></section-header>	Home Improvement	SharkBite HoldRite	<ul> <li>Residential</li> <li>Service &amp; Repair Pros</li> <li>Handyman</li> <li>DIY</li> </ul>	<ul> <li>Product availability</li> <li>Store location and hours</li> <li>Mix and merchandising</li> <li>Brand confidence</li> <li>Omnichannel engagement</li> </ul>
	Wholesale	SharkBite HoldRite CashAcme John Guest	<ul> <li>Resi &amp; Commercial</li> <li>Service &amp; Repair Pros</li> <li>Large MEPs</li> <li>New construction</li> <li>Water quality</li> <li>Beverage dispense</li> </ul>	<ul> <li>Traditional Trade destination</li> <li>Customer loyalty</li> <li>Personalized service</li> <li>Long-term relationships</li> <li>Product depth &amp; breadth</li> <li>Job lot quantities</li> </ul>
	Hardware	SharkBite	<ul><li>Residential Repair</li><li>Handyman</li><li>DIY</li></ul>	<ul> <li>Product knowledge assists DIYers</li> <li>Location and product availability</li> <li>Mix and merchandising</li> <li>Brand confidence</li> </ul>
	OEM	John Guest <sup>®</sup> CashAcme®	<ul><li>Water Quality</li><li>Beverage Dispense</li><li>Water Heater</li><li>Other specialty</li></ul>	<ul> <li>Specialized product</li> <li>Customer loyalty</li> <li>Brand and reliability</li> <li>Pricing key consideration</li> </ul>
	E-commerce	SharkBite	<ul> <li>DIY &amp; Pro (Amazon, THD, Lowe's)</li> <li>Pro Only (Supply House, Build.com, et al)</li> </ul>	<ul> <li>High growth</li> <li>Disruptive</li> <li>Questionable rate of Pro adoption</li> <li>Focus for Home Depot and Lowe's</li> </ul>



## Long term fundamentals support growth

Despite recent economic volatility, long-term conditions that drive demand for our solutions remain solid

### Overall

### Economy relatively heathy with varying effects of COVID-19

- Supportive consumer sentiment and lowinterest rate environment
- Favorable demographics; strong rate of household formation
- Plumbing trade labor shortage and COVID-19 work processes favorable to driving demand for RWC's solutions
- COVID-19 induced variability in consumer confidence and GDP
- Canadian recessionary environment

### **Core Segments**

Underlying fundamentals of housing age continue to support repair market; remodel market may slow based on recession

- Strong RMI activity through pandemic expected to rebound through 2021 as home values and existing homes sales return to pre-pandemic levels
- Aging U.S. housing stock with 70% of approximately 135M housing units over 30 years old
- Housing affordability challenges resulting in increased "stay in place" remodeling
- Canada supportive of core repair activity but muted remodel activity

### **New Construction**

Steady SF housing demand, dampened MF demand, and reduced forecasts in non-residential construction

- 2020 housing forecasts down with uptick in 2021; grappling with chronic shortage of construction workers and land
- MF experiencing softening demand, increase in supply and slow absorption
- Longer term, the U.S. remains underbuilt for SF/MF housing
- For Non-Res, consensus on construction spending forecasts 7% loss versus 2.9% growth predicted prepandemic for Health/Education and 14% loss versus 0.6% growth for Retail/Hotel/Office



# Changing market dynamics favoring RWC

COVID19 induced market disruptions have driven sector changes increasing demand for RWC products and leveraging growth strategy

<b>CV19 Market Disruption</b>	<b>RWC's Strengths</b>
Societal change resulting in additional time at home	Trusted Brands
Wholesale channel adapts	Value Proposition
slowly	Product Availability
MEP contractors challenged on job sites	In-Stock Position



## Although certain sectors facing headwinds

COVID19 and the general recessionary environment are presenting challenges for certain sectors today and likely to impact demand in CY2021

CV19 Market Disruption			
Limited commercial space occupancy	Decline in federal stimulus programs impacting spending		
Lower turnover in rental properties	High unemployment		
Commercial construction pipeline uncertainty	Risk of inventory reductions in retail channels as POS slows		



# Americas growth plan

Utilize strength of brand, product offering and focused innovation approach across distribution network to expand market share

	Goals	<b>Representative initiatives</b>		
Demand	Own the project	<ul> <li>Commercial end market selling investment</li> <li>Extend brands to new categories</li> <li>Add proven solutions requested by the Pro</li> </ul>		
Reach	Available	<ul> <li>Expand access to acquired product offering (HoldRite and JG)</li> <li>Capture additional shelf space</li> <li>Creative SKU placement and merchandising</li> </ul>		
Innovation	Customer needs	<ul> <li>Continued expansion of HoldRite providing differentiated entry point into commercial</li> <li>Continue innovating within fittings</li> </ul>		
M&A	Build offering	<ul> <li>Programmatic M&amp;A linked to strategy filling product and capability gaps</li> </ul>		



# Investment in growth initiatives providing return

Prior actions and investment across multiple sales channels have positioned RWC to capitalize on these changing market dynamics

Product	<ul><li>Value Adds</li><li>Line Extensions</li></ul>	<ul><li>Innovation</li><li>New Categories</li></ul>	
Merchandising	<ul><li>Packaging</li><li>Signage and POP</li></ul>	Product Sequencing	Push-to-Connect December 2000 Push and
Footprint	<ul><li>Increase outlets</li><li>Optimize</li></ul>	<ul><li>Adjacencies</li><li>Customer Programs</li></ul>	
Commercial	<ul><li> Product</li><li> Field &amp; Spec Sales</li></ul>	<ul><li>Contractor Services</li><li>Marketing</li></ul>	
Supply chain	<ul><li>Manufacturing</li><li>Distribution</li></ul>	<ul><li>Planning</li><li>Systems</li></ul>	



## **Growth initiatives – retail channels**

Drive above market growth in the home improvement and hardware channels by leveraging product portfolio, brands, NPD and merchandising capabilities

### **Drive Core Product**

- Value add and line extensions of core product offering
- Merchandising excellence to help close the sale
- In store product sequencing and optimization

### Adjacent Category Expansion

- Utilize strength of brands to expand into adjacent areas, e.g.:
  - PEX and Crimp systems
  - Pipe Support
  - Stop Valves



### Secure Additional Shelf Space

- Support initiatives important to retail partners and secure additional space, e.g.:
  - > The Home Depot Pipe Aisle Resets
  - Ace Level 3 and True Value Blue
  - Lowe's Project 51





### **Growth initiatives – retail channels**





(in USD)

# **Growth initiatives – commercial segment**

Penetrate attractive segment leveraging existing wholesale distribution and RWC value proposition to provide product and customer diversification

#### **Commercial Market**

- Large, attractive market
- Fewer barriers to entry; no dominant player
- RWC value proposition resonates well
- Enhanced margin opportunities



### **Market Update**

- Commercial sales<sup>1</sup>+9% FY20
- Scaling salesforce and commercial support services required to drive end use demand
- Key products include HoldRite brand Pipe support, Fire Stop and DWV, and Cash Acme Valves



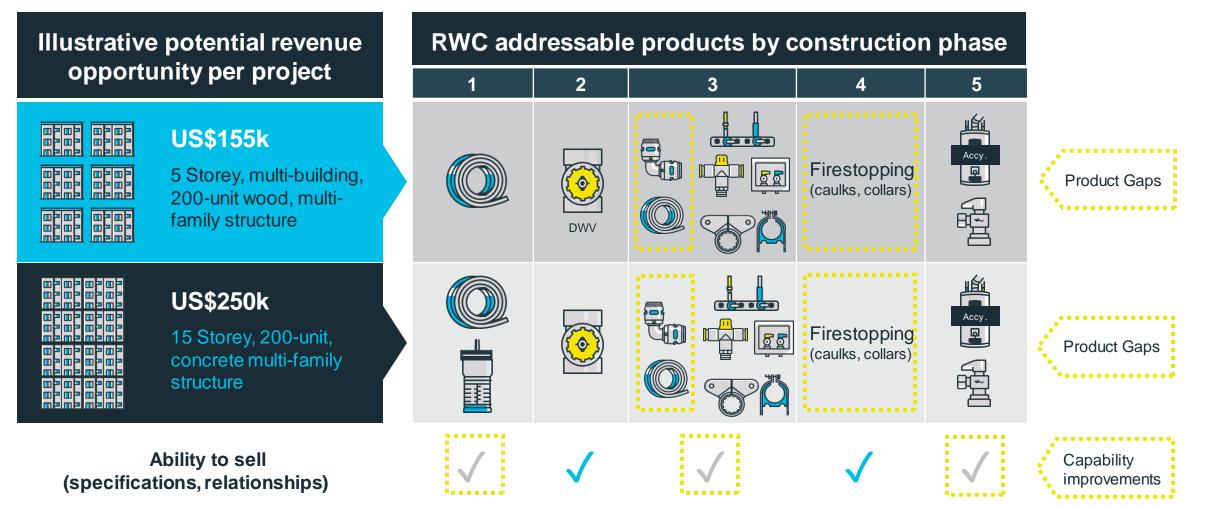
### **New Products & Programs**

- FY20 Caulks, Wraps, Collars & Silicone Sealants
- FY21 Upgraded version 2 HFP sleeves, four new larger HFP sizes, HoldRite 703 PEX slab protectors and HFP Tub Box



# Filling product gaps will fuel growth in commercial segment

Attractive market requiring investment in product, service, sales and M&A to capture full potential





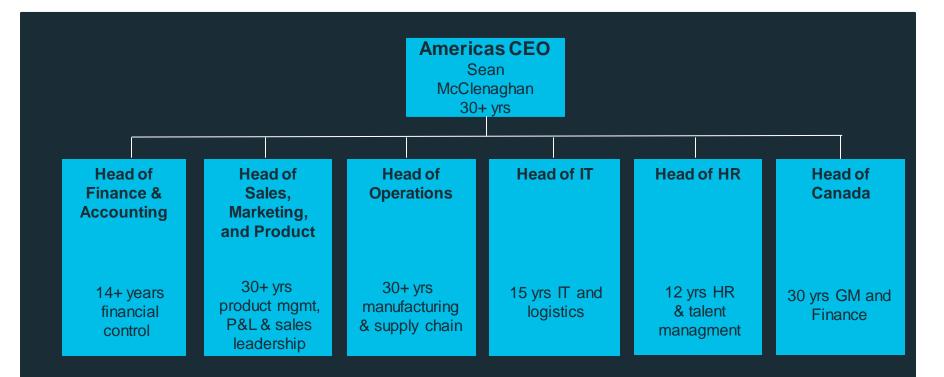
### **Growth initiatives – commercial segment**





# **Talent and organization**

Strong and scalable leadership team supported by organization deep in sales, operations and product development



Additional keys to leadership:

- Talent pool comprised of internally and externally developed leaders across all business functions
- Ultilize growth as opportunity to increase bench depth
- Focus on internal skills growth fostering future leaders
- Engaged team fueled by a culture of collaboration, transparency and change leadership



# **RWC Americas operations snapshot**

Operations and distribution facilities will require additional investment as business continues to scale

### **US Manufacturing Footprint**



RWC US sites with manufacturing

RWC US sites with distribution



#### CULLMAN, AL 395k sq ft manufacturing

- Produces and assembles valves, pipes, fittings, pipe supports, water heater accessories, fire stop and DWV products
- CNC machining, injection molding, extrusion, automated assembly, stamping and manual assembly

#### **CULLMAN, AL** 370k sq ft distribu

- 370k sq ft distribution
- Packaging retail and wholesale products
- Finished goods warehouse

#### LAS VEGAS, NV 47k sq ft distribution

- Finished goods warehouse

#### PARSIPPANY, NJ 61k sq ft distribution

Finished goods warehouse

### **TORONTO, CANADA** 22k sq ft distribution

• Finished goods warehouse

### Key performance objectives

- Creating a safety focused culture
- Maintaining employee health during COVID-19
- Optimizing Sales & Operating Planning (S&OP)
- Continuous improvement to drive costs out with goal of offsetting inflation

### **Production**

- 10M+ SharkBite Classic Fittings
- 150M+ Feet of PEX Pipe
- 8M+ Valves
- Near 1M sq ft manufacturing and distribution space

### Delivery

- 130K+ Shipments
- 98%+ OTIF<sup>1</sup>

#### **Future Investment**

- Additional distribution space in Cullman
- Incremental capacity in key areas such as fittings, pipe, packaging



### **RWC Americas operations snapshot**





### Investor Day Q&A and Wrap Up

Thursday October 1, 2020



# **Priorities for FY21**

We will continue investing in the future growth of the business while meeting the operational challenges and market uncertainties of the current environment

Support our People

Serve the Customer

Grow the Business

Value Creation

- Health & safety and wellbeing of our people, especially in the context of ongoing COVID, including enhanced communication and efforts to maintain strong employee engagement
- Continued focus on operational excellence and execution, remaining agile and acting quickly in the face of changing external factors

Delivery of above market top line growth in all key geographiesMargin expansion through continuous improvement initiatives

- Prudent management of costs to aid margin expansion
- Supply chain improvements including sourcing security and overall planning and efficiency improvements
- Utilising new tools, including ERP, to begin yielding anticipated long-term benefits
- Prudent capital expenditure allocation

# In Summary

We remain well positioned for future growth and the resilience of the business has been demonstrated through the Covid-19 pandemic

- The RWC business is robust, successfully weathering recent extreme challenges
- The plumbing & heating market, and especially our primary repair and maintenance category, is highly resilient
- Our focus over the last several months has been on execution and will continue to be so into the near future
- There is significant uncertainty ahead, but the RWC business is well positioned and appropriately structured to navigate the near-term challenges and to accelerate out as visibility improves
- We have a clear plan to grow the business, increase profitability and create value for all stakeholders



# **Q&A – Session 2**





# Solutions to Shape the World



# Appendix

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## Glossary

- BD business development
- D&I diversity and inclusion

#### **DuPont™ STOP**<sup>®</sup> – Safety Training Observation Program (DuPont's proprietary workplace safety program)

- **DWV** drain, waste, vent
- ESG environmental, social, and governance
- **HFP** HydroFlame<sup>™</sup> Pro
- HSE health, safety, and environment
- MEP mechanical, electrical, and plumbing
- MF multi-family
- MRO maintenance, repair, and operations
- $\ensuremath{\text{OTIF}}$  on time and in full
- **P&H** plumbing and heating
- PEX cross-linked polyethylene
- $\mathbf{POS}$  point of sale
- PRV pressure reducing valve
- PTC-push-to-connect
- RMI repair, maintenance, and improvement
- S&OP sales and operations planning
- $\boldsymbol{SF}-\text{single family}$
- S.P.I.R.I.T. Simplicity, Passion, Innovation, Reliability, Integrity, Together we are one Team (RWC Core Values)
- TMV thermostatic mixing valve



# **RWC Group snapshot**

Global operations across the Americas, EMEA and APAC



# **RWC Business Canvas**

Articulation of our value proposition, purpose, and scope





# Safety

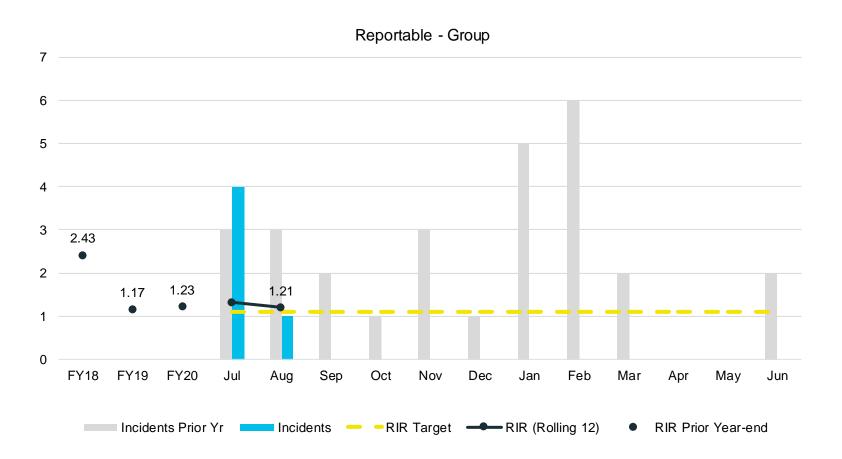
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### **Injury Rate**

### 46% reduction in injury rate since FY18

### Group



### FY20 results

- Slight increase in RIR
- Increased focused on employee engagement and incident reporting
- Injury severity is decreasing as Lost Time rate declined 40% in FY20 and 68% since FY18



# Our safety strategy remains unchanged

Build a world-class safety culture to drive performance

Safety culture evolution							
<ul> <li>Safety by natural instinct</li> <li>Focused on compliance</li> <li>Safety delegated to EHS leaders</li> <li>Lack of mgmt. involvement</li> </ul>	<ul> <li>Management commitment</li> <li>Condition of employment</li> <li>Fear, discipline</li> <li>Rules, procedures</li> <li>Supervisor control</li> </ul>	<ul> <li>Personal knowledge, commitment</li> <li>Safety as a value</li> <li>Normal practice, habits</li> <li>Individual recognition</li> </ul>	<ul> <li>Care for others</li> <li>Help others conform</li> <li>Contribute to global network</li> <li>Organizational pride</li> </ul>	<ul> <li>Continuous improvement</li> <li>Driven by employees</li> <li>All levels of the organization are accountable</li> <li>Safety as a value</li> </ul>			
<b>Reactive</b> (Natural instinct)	<b>Dependent</b> (Management-led)	Independent (Self-led)	Interdependent (Team-led)	Sustainment (Employee-led)			

NJURY RATE

### Goals

- Zero injuriesSafety as a value
  - Employee-led safety culture
  - Continuous improvement



# **Employee engagement and leading indicators**

Over 4,800 leading indicator reports in the last 12 months

### Leading indicator reports 600 500 400 300 200 100 0 Jul-19 Aug-19 Sep-19 Oct-19 Nov-19 Dec-19 Jan-20 Feb-20 Mar-20 Apr-20 May-20 Jun-20 Jul-20 Aug-20

### FY20 actions

Safety committees established

Implemented near miss/hazard

reporting-leading indicator

Launched DuPont<sup>™</sup> STOP<sup>™</sup>

Implemented global HSE

Deployed safety leadership

Executed COVID-19 safety

behavior observation process

management system software

in all regions

training

precautions

### DuPont<sup>™</sup> STOP <sup>™</sup>

The STOP\*\* Observation Checklist Actions Safe Unext Head-to-Too Check From and Fight Resonatory System Arms and Hande Loss and Feel niury Causes Right for the Jot Striking Against on Reing Struck by - Used Correctly In Sale Conditio Caught In, On, or Falling Contactine Available fompeniature Extremes Adequate Contacting Electric Currer Known Understood Inhaling Absorbing Hazardous Substanie Repetitive Motors Awkward Positions Statio Produces Mandard Khow Understood - Followed