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# Agenda

- 1. Group strategy overview
- 2. Regional spotlight
  - Americas
  - APAC
  - EMEA
- 3. Manufacturing footprint review
- 4. Group-wide operational initiatives
- 5. Trading outlook update



## **Speaker introductions**



Heath Sharp CEO



Will Kilpatrick
EVP & President, Americas



Nicole Sumich EVP & President, Asia Pacific



Dixon Thuston EVP of & President, EMEA



Andrew Johnson CFO



## RWC's Vision | Complete plumbing global leader

Everything rough plumbing

**Broad portfolio of plumbing products and systems** 

Aimed at both Residential & Commercial end markets

Across new construction, repair and remodel

Distributed through wholesale, retail and OEM channels



### **Strategy Overview**

#### RWC seeks to create value through product leadership

## Solutions for the job site



Smart product solutions that improve contractor productivity, enable the DIYer, and make lives easier.

Working in the field to understand job site requirements and challenges

Product engineering that is creating the future of plumbing

Market engagement to stay on top of trends and uncover acquisition opportunities

## Value for the distributor



Increasing value for the distributor while providing broadest access to our products for the end-user.

Superior customer service provides the foundation partners can count on

Differentiated brands that matter to the user and put more value on the shelf for the channel

Broad distribution puts products in reach of the end-user when they need them

## Industry leading execution



Premium quality products and unrivalled operational efficiency delivering margin growth.

Safety culture to ensure a work environment that protects our people

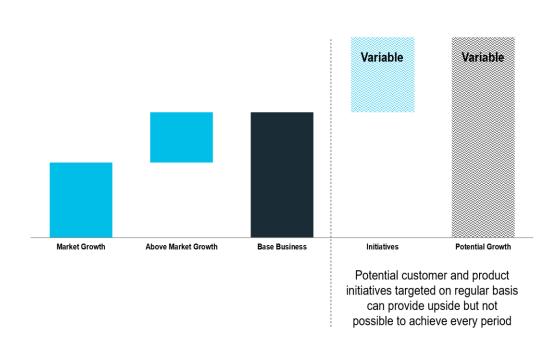
Lean manufacturing and strategic sourcing to drive quality, margins and resilience

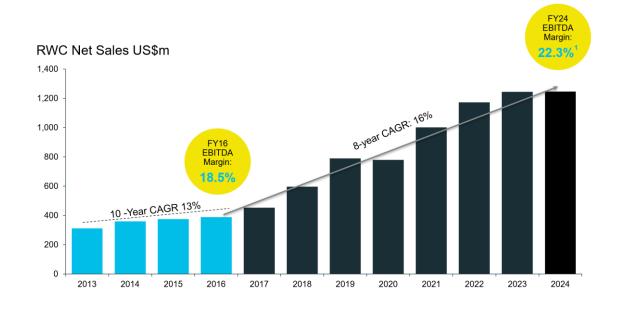
Sustainability focus delivers a more efficient operation while reducing environmental impact



## RWC's model for growth

Organic growth initiatives in combination with acquisitions that collectively enhance and broaden RWC's product portfolio and customer reach



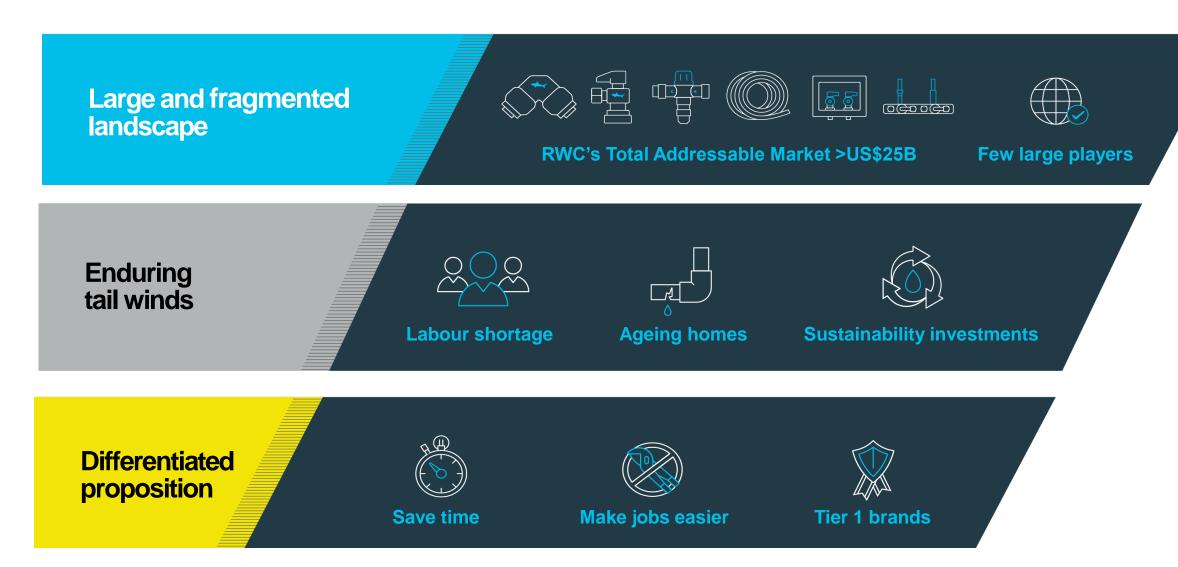


In any given period, targeted base business growth rate with upside from specific customer and product initiatives

Revenue growth since IPO in 2016 has been driven by a combination of organic growth initiatives and acquisitions

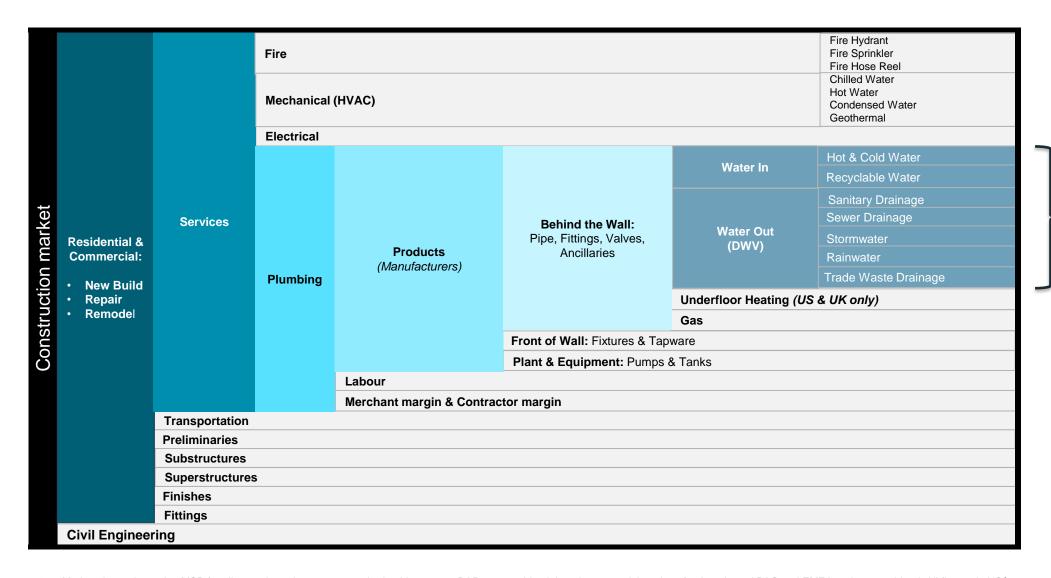


#### RWC is well positioned for long-term growth





## Estimating the total addressable market

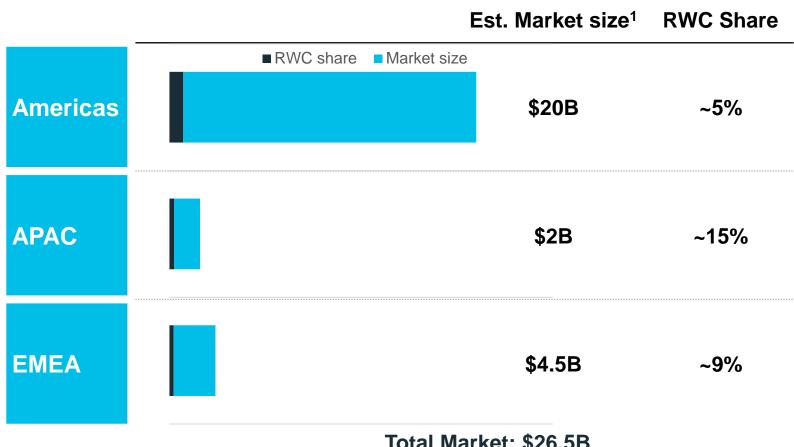


Est Market Size: \$26.5B<sup>1</sup>



## Target Addressable Market by region

RWC has healthy share of market with room for growth



Total Market: \$26.5B

<sup>1.</sup> Market size estimated at MSP for all water-in and water-out rough plumbing across R&R, new residential, and commercial markets within each region. All figures in US\$. Market size estimates are for North America (Americas), Australia (APAC) and UK (EMEA).



# Regional Strategy Summary



## Strategic growth initiatives

Global strategy, local execution

#### **Americas:**

**Growth across three areas** 

Residential repair & remodel through continued channel partner expansion

Commercial
plumbing through a
combination of new
product development
and bolt-on
acquisitions

Larger remodel and residential new construction

#### **Asia Pacific:**

Integrate Holman & capitalise on broader platform/portfolio

Expand product range in **professional** wholesale channels

**Retail expansion** 

Expansion of existing brands and products across channels including **Pro irrigation** 

#### **EMEA:**

Launch commercial offerings and expand geography

Operational
excellence initiatives
to drive market
leading customer
service

Maintain and grow EBITDA margin

through continuous improvement and cost reduction initiatives Organic growth through new product

through new product developments into existing channels and Europe retail



## **Americas**

Market leading brands driving growth initiatives

## **Americas | Overview**



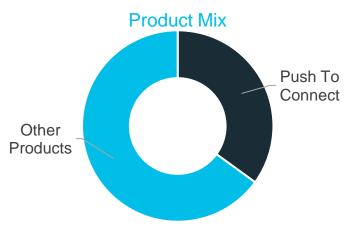
Strategy is to extend further into commercial plumbing and residential new construction while maintaining strong presence in residential repair and remodel

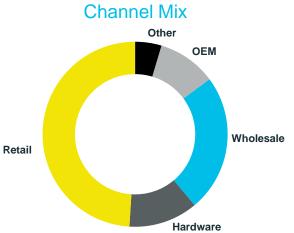










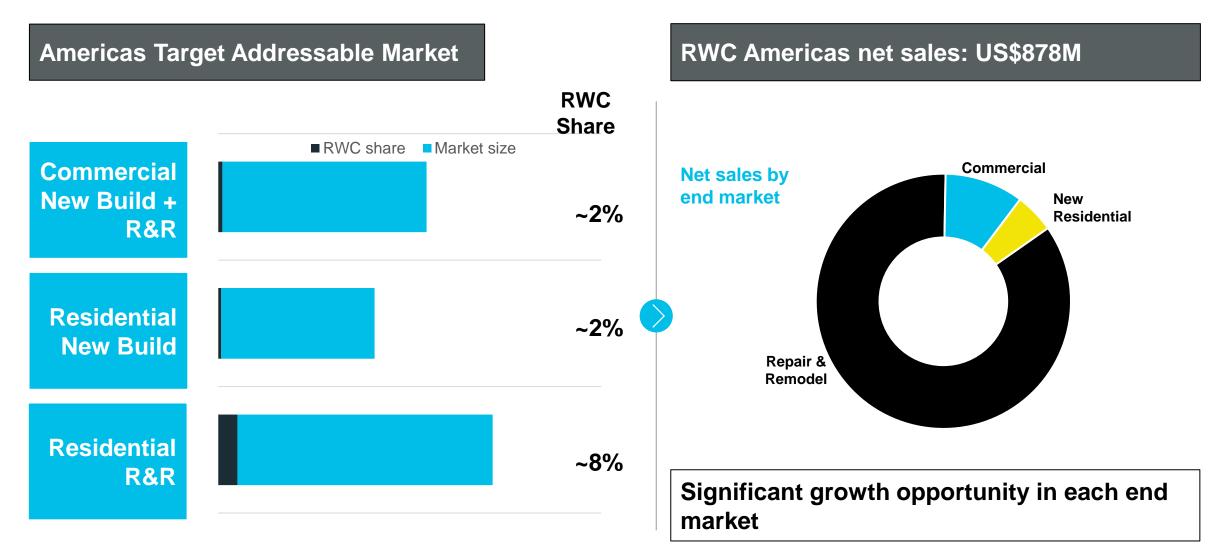


## America's growth opportunities are centred on three pillars:

- Residential repair & remodel through continued channel partner expansion
- Commercial plumbing with new product development and bolt-on acquisitions
- New residential construction



## **Americas | Significant opportunity in end markets**



#### RWC

## Americas | Key brands and products







Trusted brands focused on products that make jobs easier for the Pros and DIY



## Americas | Repair and remodel

#### **Brands**











#### **Products**



Push to connect fittings





Pipe supports



PEX pipe



Appliance installation



Crimp fittings



Water heater install / repair

Key growth areas: eCommerce, product development, service excellence



## **Americas | Commercial**

#### **Brands**







#### **Products**



Outlet boxes



HydroFlame



Water heater accessories



Pipe and fittings



**TestRite** 



Pressure regulating valves

Key growth areas: Product development, bolt-on acquisitions



## Americas | Overview of commercial job phases

#### We aim to have strong branded products in all phases of commercial jobs

Commercial Job Site Construction Phases									
Phase	O Pre-Planning	1 Concrete Pour	2 Drain Waste & Vent	3 Potable Water Systems	4 Trim Out	5 Fixture Top Out			
Context	Build out of detailed plans and product specs	Concrete floors poured with in-slab products placed	Plumbing system install begins with DWV products	Rough-in water systems installed	Water heater and outlet boxes installed	Front of wall products, supply valves/lines, and appliances			
RWC Products		HydroFlame Pro     In slab Popups	<ul> <li>TestRite</li> <li>117 Supports</li> <li>Pipe Supports</li> <li>Pressure reducing valve stations</li> </ul>	<ul> <li>Pipe Supports</li> <li>PEX-a/b</li> <li>Fittings</li> <li>Valves</li> </ul>	<ul> <li>Water Heater Accessories</li> <li>Fittings</li> <li>Connectors</li> <li>Stands</li> </ul>	<ul> <li>Gas Connectors</li> <li>Supply Lines</li> </ul>			
Opportunities	<ul><li>Drains</li><li>Backflow preventers</li><li>Firestop</li></ul>	<ul><li>Drains</li><li>Firestop</li><li>Grease interceptors</li></ul>	<ul><li>DWV pipe</li><li>No-hub couplings</li><li>Riser clamps</li><li>In-wall supports</li></ul>	<ul> <li>Valves (master, butterfly, gate)</li> <li>Grease traps</li> <li>Overhead supports</li> <li>Backflow preventers</li> <li>Hydrants</li> <li>Pressure pumps</li> </ul>	<ul> <li>Commercial hydrants</li> <li>Sealants &amp; caulks</li> <li>Water heaters</li> <li>Tubular &amp; strainers</li> </ul>	<ul> <li>Rooftop supports         (plumbing/HVAC/         electrical)</li> <li>Fixtures &amp; tapware</li> </ul>			



## Americas | New residential

#### **Brands**











#### **Products**



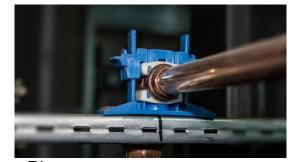
Fittings



PEX pipe



Supply lines & stop valves



Pipe supports



Outlet boxes



Plumbing valves

Key growth area: focused efforts leveraging product portfolio and channel relationships to win in largely untapped market

#### RWC

## Americas | Key brands and products







Trusted brands focused on products that make jobs easier for the Pros and DIY



# **APAC**

Leveraging RWC + Holman

## **APAC** | Overview



#### Holman significantly changes APAC's growth profile

#### **RWC**



Holman



**Channel mix** 

**OEM** 



Strategy



 Lead the PEX market through wholesale partners, by bringing in global innovation and solutions that add most value to the end user

#### **Channel and product diversification**

- Pursue cross-selling of products through traditional wholesale channel targeted at the pro
- Broaden plumbing products via Retail and continue Holman category expansion
- Target pro-irrigation channels

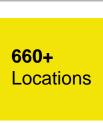
#### **Holman integration**

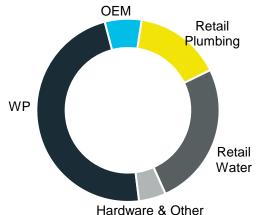
Realise cost synergies announced at time of acquisition











**Post Holman** 

Retail

Locations Retail Water

<sup>&</sup>lt;sup>1</sup> Segment net sales includes A\$68 million of intercompany sales to other segments; FY24 results

<sup>&</sup>lt;sup>2</sup> FY24 results. Refer to FY24 results announcement for EBITDA adjustments

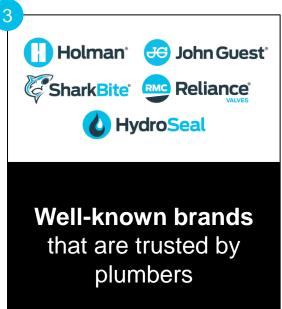
<sup>&</sup>lt;sup>3</sup> Holman: unaudited management reports for 12 Months ended 31 December 2023



## **APAC** | A compelling proposition

RWC and Holman bring together an unrivalled combination of four key elements









## APAC | Delivering RWC & Holman revenue synergies

The market has responded well to the acquisition.

Activity on revenue synergies is underway with positive engagement and momentum

Retail Hardware



MRO

Specialist Retail

































## APAC | SharkBite now available in Bunnings stores

Rollout to 76 Bunnings large-format stores to be completed by end of 2024









# APAC | Launch of SharkBite in Bunnings

An opportunity for a brand refresh

- 69 fittings for Pex and Copper, Pex pipe, and ball valves
- The Original Push-to-Connect is the key tagline and point of difference
- Coincides with "Lead Free" providing points of difference with in-aisle marketing materials
- QR codes on tech sheets and box labels with rich digital content
- Consistent wayfinding language carried through to labels and packaging
- SharkBite® branded shelf-ready cartons ensure ease-of-shop and a relentless visual presence in-store



THE ORIGINAL PUSH-TO-CONNECT





# **EMEA**

Driving to operational excellence

## **EMEA | Overview**



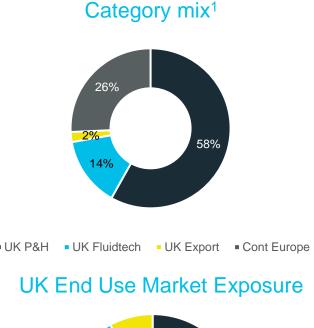
#### EMEA is focused on driving operational efficiency ahead of market recovery

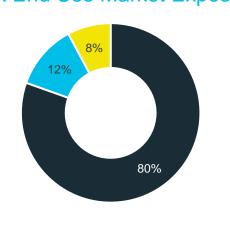












UK RMI
 UK New Build
 UK Commercial

#### **Strategy**

#### Pursue organic growth initiatives

 Targeted new product development opportunities leveraged across existing sales channels

#### **Operational Excellence**

- Market leading customer service
- S&OP processes to further drive operational efficiency

#### Margin focus

 Maintain and grow EBITDA margin through continuous improvement and cost reduction initiatives

<sup>&</sup>lt;sup>1</sup> Segment net sales includes £31million of intercompany sales to other segments; FY24 results



## **EMEA** | Focused on business improvement

Current lower volume environment is allowing a focus on further lifting operating performance

#### Implementation of long-term structural change in the cost base of the EMEA business:

- Organisation re-design across spans and layers, reduced complexity and focused management structure
- Restructure of operating shifts and greater workforce flexibility to improve productivity
- Cost base being addressed through review of other expenditure categories
- Goal is to improve our ability to meet higher volumes with a lower cost base

#### Driving further improvement in customer lead time and delivery performance

- Supply chain challenges of 2022 and consolidation of Warehousing operations adversely impacted delivery performance
- Strength of brand and quality of RWC product was not impacted
- Focused on achieving industry-leading order lead times and delivery performance for our customers



## **EMEA** | Looking beyond FY25

#### EMEA is well-positioned for a recovery in volumes

#### We will continue to pursue selected growth opportunities in EMEA

- UK commercial plumbing
- UK residential new construction
- Continental Europe expansion of residential plumbing and heating presence in retail

#### EMEA will continue to be RWC's centre of excellence for plastics extrusion and manufacturing

- EMEA will continue to lead plastic product design and development
- Expertise in tool design and making capabilities will be leveraged across the group

## Current operational improvement focus will help to sustain margins particularly when volumes grow

- Brand and product strength have continued to underpin market position
- Increased manufacturing flexibility and enhanced delivery performance will further support customer experience



# Manufacturing Strategy

#### **Manufacturing** In the UK we manufacture: Push-to-connect fittings locations Water filtration & drinks dispense fittings In China we manufacture: Appliance installation & repair products **John Guest**\* EZ-Flo <del>JC</del> Speedfit<sup>\*</sup> Eastman E Reliance In Brisbane Australia we manufacture: Valves PVC fittings **UNITED STATES** Reliance In Spain we manufacture: In the United States Holman\* Push-to-connect fittings we manufacture: Push-to-connect fittings Pipes & other fittings Shark Bite NEXUS Pipes Valves Integrated installation solutions In Melbourne Australia we manufacture: SharkBite Max Push-to-connect fittings & other fittings Pipes AUSTRALIA **SharkBite CashAcme**\* **EvoPEX**\* In Perth Australia **HoldRite** we manufacture: -PVC fittings Watering & gardening products Auspex Holman<sup>\*</sup> Europe, Middle East & Africa Asia-Pacific Americas



## **Manufacturing footprint**

Assessment of future manufacturing footprint options, with a regional focus along with global co-ordination

- Goal is to ensure RWC maintains high quality and achieves lowest cost of manufacture
- Agility and speed-to-market also inform manufacture versus outsource
- Increasingly looking to leverage RWC's global centres of expertise around particular products and materials
- Future manufacturing focus will prioritise high volumes SKUs where technology and IP are key factors
- EZ-Flo plant in Ningbo (China) has added significant flexibility to global manufacturing options





# Global initiatives

Overview

#### Global initiatives in focus for 2025



#### Execution excellence

Focus area	Activity	Outcome	
People, Safety & Culture	<ul><li>Keep safety our No.1 priority</li><li>Progress our ESG priorities</li></ul>	<ul><li>Everyone safe, every day</li><li>Positive impact on our people, our communities and the environment</li></ul>	
Supply Chain	<ul> <li>Standardise and strengthen S&amp;OP process and tools</li> <li>Supplier ESG initiatives</li> </ul>	<ul> <li>Continual focus on delivery performance</li> <li>Optimise inventory levels globally</li> <li>Enhanced sustainability and social impact</li> </ul>	
Strategic sourcing	Strengthen sourcing operation across regions and optimise costs via scale leverage	<ul> <li>Continuous cost improvement within a "quality first" approach</li> <li>Increasing supply redundancies and responsiveness to demand changes</li> </ul>	
<b>Operations</b>	<ul> <li>Optimise global manufacturing footprint, leverage IP/capabilities internally for greatest return</li> <li>Operations/Fulfillment improvements</li> <li>Utilise global RWC IP and capabilities</li> </ul>	<ul> <li>Drive lowest cost of manufacture</li> <li>Right levels of inventory in the right places, better fulfillment processes to support higher service rates</li> <li>Technical high volume in-house, source labour intensive</li> </ul>	
Innovation	<ul> <li>Ongoing new product releases, product updates and range extensions</li> <li>Long term R&amp;D</li> </ul>	<ul> <li>Create solutions to improve the productivity of the trade</li> <li>Increase the shelf value of our distributors</li> </ul>	



# Outlook

## FY25 First Half Outlook: guidance maintained



Group	Prior Guidance	Current Guidance	Status
External Sales	Expected to be broadly flat, within a range of up or down by low single digit percentage points on pcp (excluding Holman and Supply Smart)	Unchanged	
Operating Margin	Improvement in consolidated EBITDA margin relative to pcp (excluding Holman)	Unchanged	
Americas	Prior Guidance	Current Guidance	Status
External Sales	Expected to be broadly flat, within a range of up or down by low single digit percentage points on pcp (excluding Supply Smart)	Unchanged	
Asia Pacific	Prior Guidance	Current Guidance	Status
External Sales	Expected to be broadly flat, within a range of up or down by low single digit percentage points on pcp (excluding Holman)	Unchanged	
EMEA	Prior Guidance	Current Guidance	Status
External Sales	Expected to be broadly flat, within a range of up or down by low single digit percentage points on pcp	Unchanged, but expected to be at bottom end of guidance range due to continued weak UK plumbing and heating market	

<sup>&</sup>lt;sup>1</sup> Key assumptions for the First Half of FY25 are set out in the Operating and Financial Review dated 20 August 2024. Guidance excludes any contribution from Holman Industries.



# Conclusion



Plumbing Matters. We Make It Better.