



ESSENTRA



DISTRIBUTION

Scott Fawcett - Managing Director

20 NOVEMBER 2014

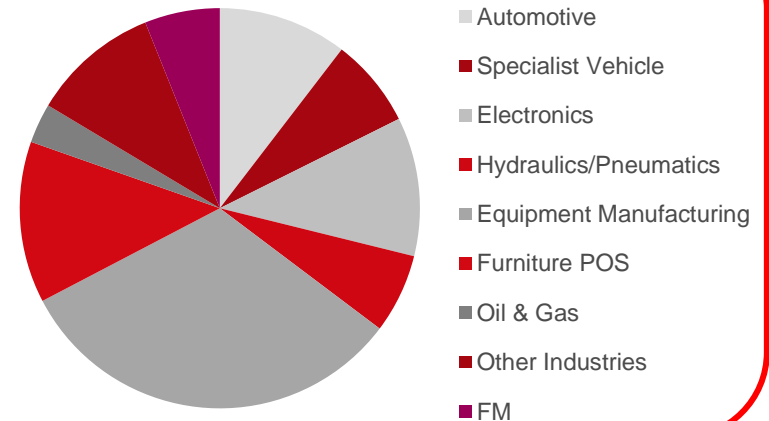


DISTRIBUTION AT A GLANCE

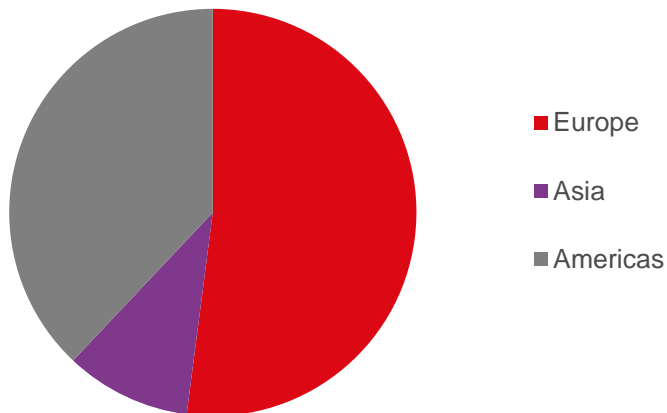
WHO WE ARE



WHAT WE DO



WHERE WE OPERATE



KEY STATISTICS

- 2014 PF* revenue = £268m
 - 23% Group total
- Presence in 26 countries
 - 10 manufacturing facilities
 - c. 1,900 employees
- Transactionally complex
 - 150K SKUs globally
 - 160K active customers
 - > 1.2m orders pa

Our USP = SERVICE differentiation

WHO ARE OUR CUSTOMERS AND WHAT DO THEY BUY FROM ESSENTRA?

Electronics



Automotive & Special Vehicles



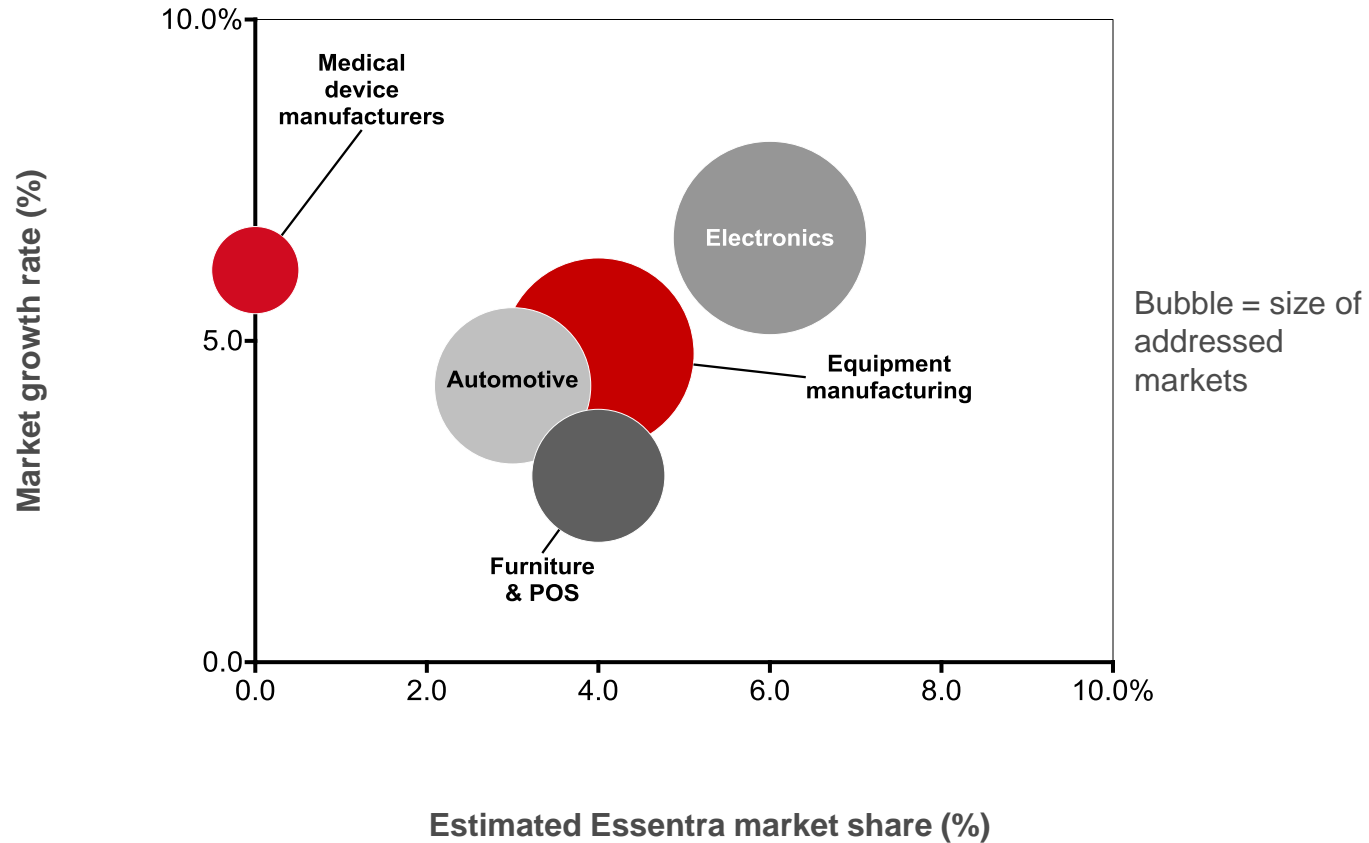
Equipment Manufacturing



Furniture & Point of Sale

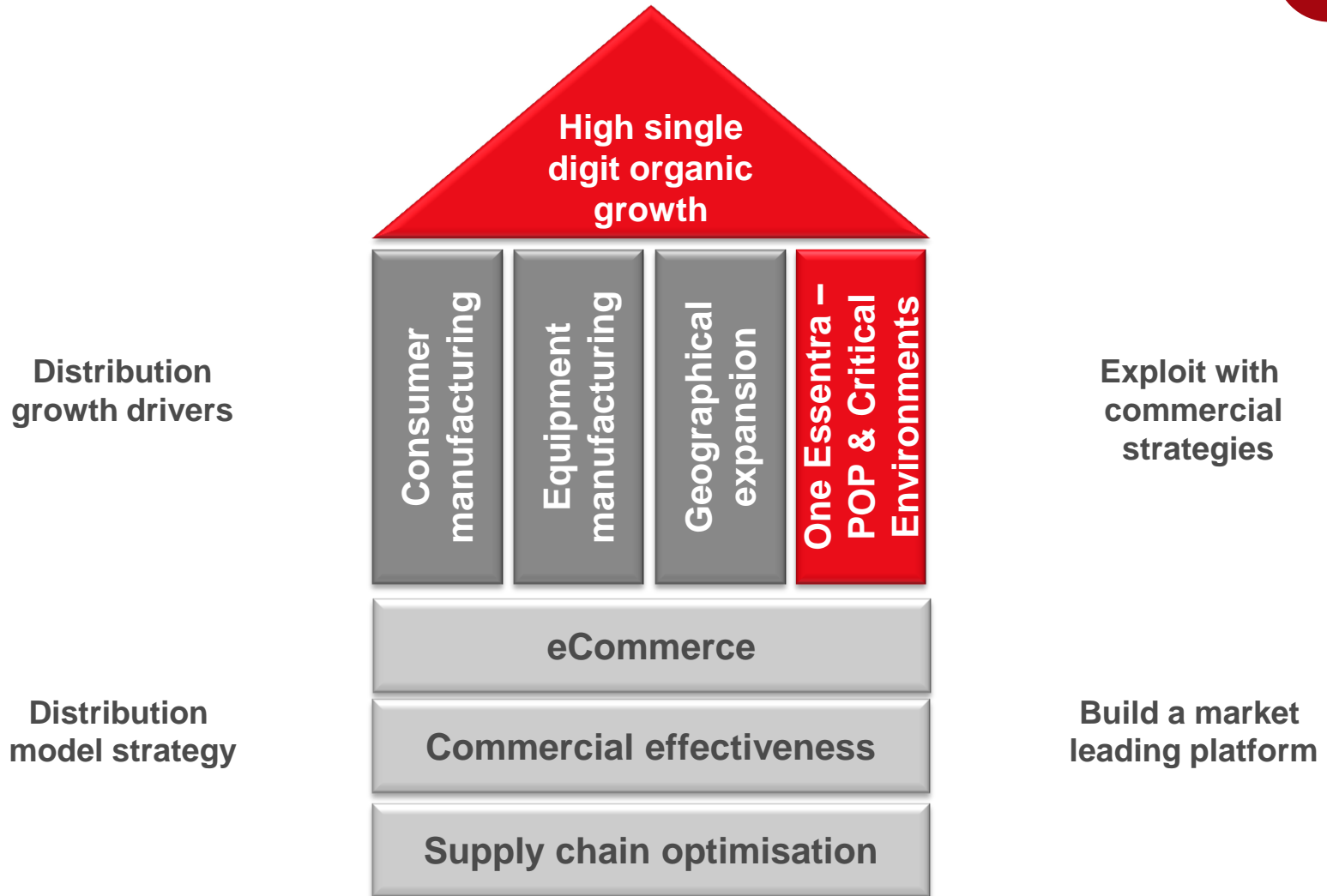


THE DISTRIBUTION LANDSCAPE



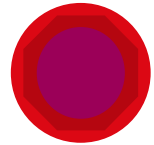
Est. available market for low cost direct material components = c. £4.5bn

DEVELOPING THE PLATFORM



A distribution capability regardless of product or customer

KEY COMMERCIAL OPPORTUNITIES



Opportunity	Strategies
Consumer manufacturing	<ul style="list-style-type: none">• Develop solutions capability to support product flexibility• Introduce regional Key Account Managers• Target faster growing market segments
Equipment manufacturers	<ul style="list-style-type: none">• Globalise offer → B2B OEM customer base• Increased focus on customer need vs range expansion• Focus on low cost but essential production components
Geographic roll-out	<ul style="list-style-type: none">• Leverage existing Essentra footprint (eg, Thailand, Korea, Dubai, Ireland)• Variety of models for market entry• Potential bolt-on acquisitions to build scale (Australia)
“One Essentra”	<ul style="list-style-type: none">• Move all trading brands to Essentra• Create category range and marcomms plans for Industrial, POP & Critical Environment• Broaden thinking on adjacent M&A

Exploit the distribution platform with a wider horizon

CASE STUDY – LAUNCH OF WIPES VIA DISTRIBUTION CHANNEL



Phase 1:

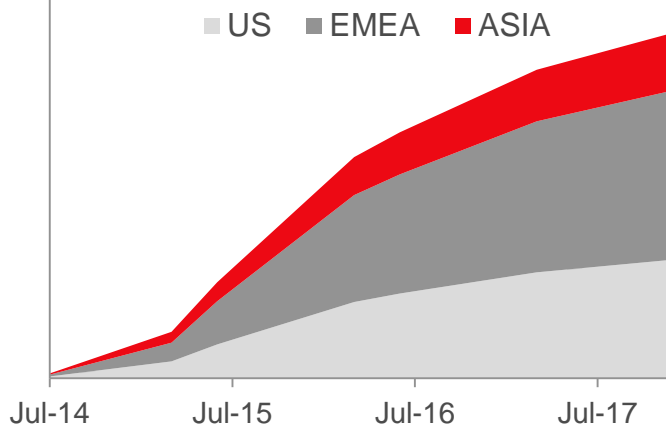
- Sell to existing “Industrial” Distribution customers
- Identifying Industrial larger scale opportunities

Phase 2:

- Utilise Distribution channel to create Critical Environments offer
- Acquire new customers

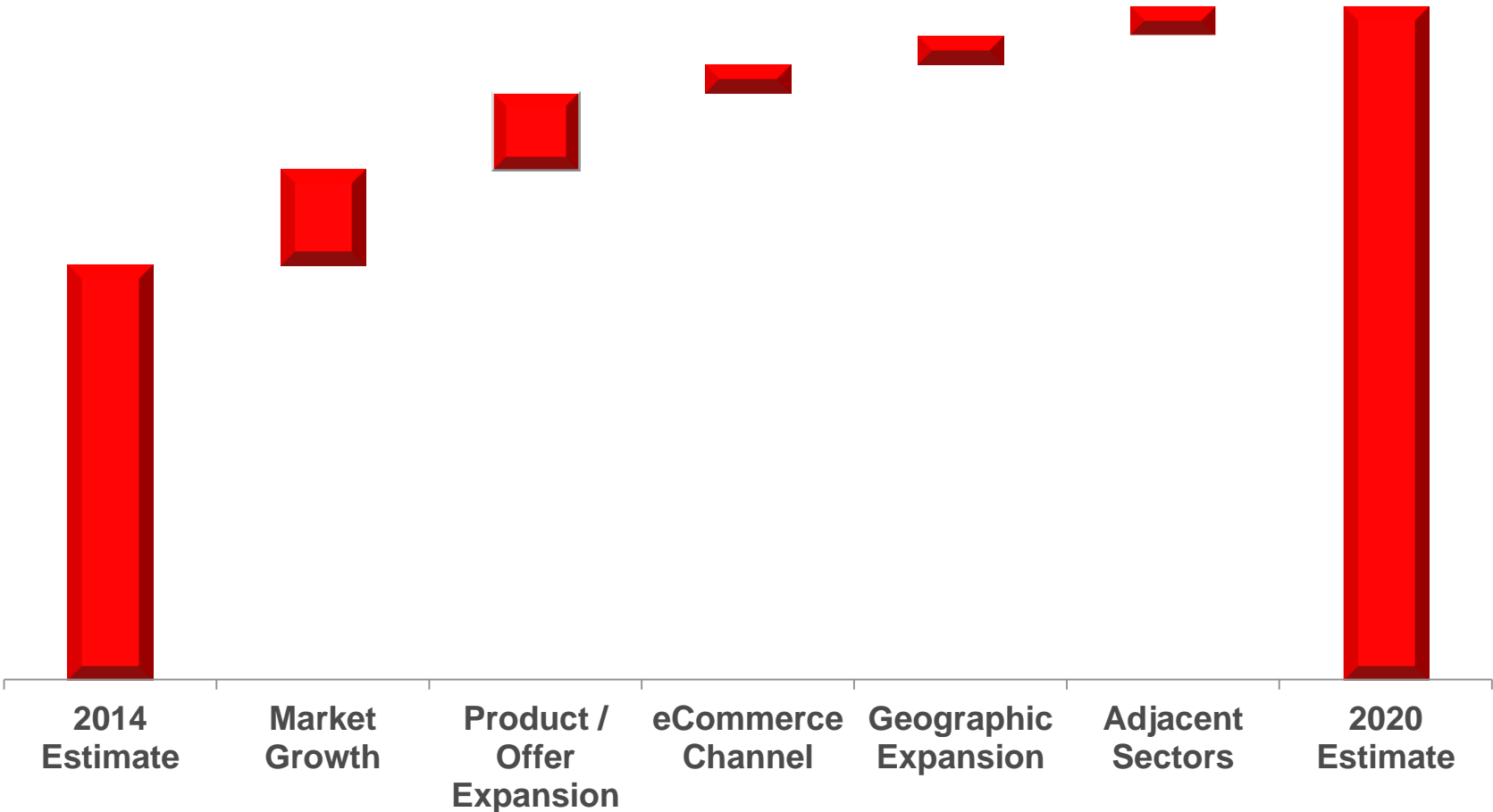


Monthly sales of wipes via Distribution



Fastest ever global launch of a product offer

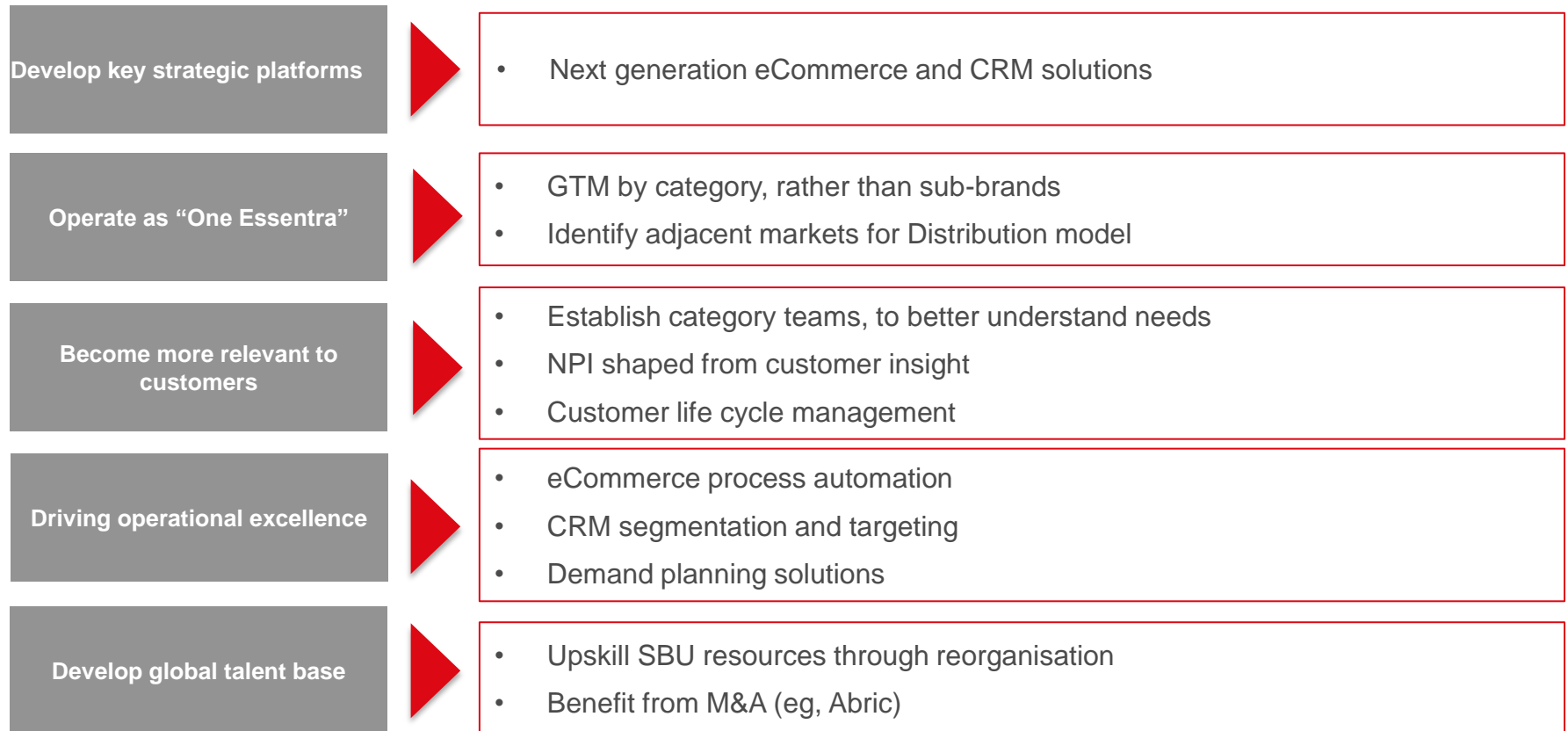
DRIVE FOR 2020 – THE DIRECTION OF TRAVEL – DISTRIBUTION SBU



High single digit organic growth

NOTE: Chart for illustrative purposes only, does not represent a financial forecast
2014PF based on latest consensus estimates plus 2014E revenue for Clondalkin SPD and Abric

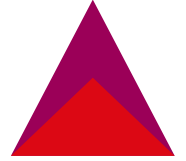
DISTRIBUTION “DRIVE FOR 2020”



Building a world-leading distribution business

Q&A

APPENDIX



Scott Fawcett – Managing Director, Distribution

Scott Fawcett joined Essentra in 2010 as Managing Director of the Moss Plastics business, and was appointed to his current role in January 2014. Prior to joining Essentra, Scott was Head of eCommerce at Electrocomponents plc, where he held a variety of increasingly senior sales, marketing and eCommerce positions during his 17 year career there.



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