
GERARD
L I G H T I N G

Corporate Profile

PIERLITE
professional lighting solutions

SA CONCORD SYSTEMS
Where innovation comes to light

Crompton
Lighting

ML moonlighting
Member of the Gerard Lighting Group

INLITE

Austube
TUBULAR LIGHTING SYSTEMS

Founded by the Gerard family with a 90-year history of success in the electrical and lighting industries.

Largest lighting manufacturer and distributor in Australian and New Zealand markets.

Sales representing more than 25% of the total Australian lighting market, with revenues of more than \$362 million per annum.

Listed on Australian Securities Exchange in May 2010.

Vertically integrated business model, incorporating research, design, manufacture, global sourcing, importation and distribution.

Global operations employing over 1,600 people worldwide.



A snapshot

GERARD
LIGHTING

1920

Alfred Gerard develops the 'Clips All' range of adjustable conduit fittings.



1920-76
Manufacturing breakthroughs.



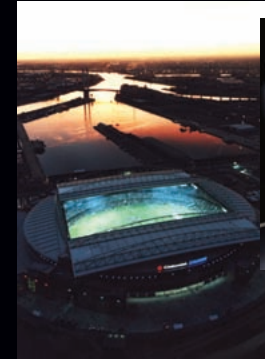
Pierlite is positioned as a market leader.
1950-60



1976
Robert Gerard AO, takes over the business.

2003
Gerard family sells its interest in the Clipsal business.

2007
Gerard Lighting Pty Ltd established.



2008
Gerard Lighting acquires Lighting Corporation Limited to become the largest lighting manufacturer and supplier in Australia.



Proven track record

2010

Today Gerard Lighting Group has revenues in excess of \$362 million annually



Robert
Gerard AO

CHAIRMAN

Robert Gerard is the current Non-executive Chairman of Gerard Corporation and the former Chairman and Managing Director of Gerard Industries Pty Ltd (Clipsal) from 1976 to 2003.

Simon
Gerard

MANAGING DIRECTOR
& CHIEF EXECUTIVE

Prior to his appointment as Gerard Lighting's Managing Director in early 2006, Simon Gerard held the position of Executive General Manager of Clipsal Australia (Australia's leading manufacturer of electrical accessories and automation products).

Rick
Allert AO FCA

DEPUTY CHAIRMAN

Rick Allert is Chairman of AXA Asia Pacific Holdings Limited. He is a Director of Genesee & Wyoming Australia Pty Ltd, Director of Cavill Power Products Pty Ltd, Chairman of The Aboriginal Foundation of South Australia Inc., Chairman of Australia Council's Major Performing Arts Board, as well as a member of the Australia Council for the Arts and a member of the Australian Forces Entertainment Board.

Graham
Walters AO FCA

NON-EXECUTIVE
DIRECTOR

Graham Walters is Non-executive Chairman of Westpac's South Australian Executive Committee and is a Director of a number of companies including Australian Rail Track Corporation Ltd (Chairman Audit Committee), MasterSuper (Chairman), Adelaide Development Company Ltd, Bio Innovation SA and Adelaide Festival Corporation.

Michael
Crompton MAICD

NON-EXECUTIVE
DIRECTOR

Michael Crompton has over 20 years experience in the electrical industry and has held the positions of General Manager of MM Cables Energy Products, General Manager of Crompton Lighting and Managing Director of Sylvania Lighting and has been a Director of Lighting Council Australia.

Gary
Savage FCA

EXECUTIVE DIRECTOR

Gary Savage joined Gerard Lighting at the end of July 2009. Gary previously spent 30 years with KPMG, including 13 years as a partner. Gary has significant experience in the provision of advice in the areas of assurance, risk management, acquisition and vendor due diligence, investigating accountant reports, corporate governance and general business management.

Graham
Ellis

CHIEF FINANCIAL
OFFICER

Graham Ellis has 23 years experience in the electrical accessories industry, the last 17 years in the lighting industry with the Gerard Lighting Group. Graham's experience includes major development of the operational systems and accounting functions with broad knowledge of the AS400 system Movex and previously BPCS, and involvement in business developments of new markets and strategies of the corporation.

Board of Directors



Gerard Lighting Group has developed a diverse product and business portfolio across all significant market segments – from high volume commodity lighting products to high value, high margin architectural lighting products.

The Company is one of Australia's few large manufacturers of lighting products and operates from the largest facility of its type in Australia.

Trusted brands

A decorative graphic consisting of several overlapping, flowing, wavy lines in shades of light blue and cyan, positioned on the right side of the page and partially overlapping the 'Trusted brands' text.



Pierlite has positioned itself as a market leader in Australia for the design and distribution of architectural, industrial and commercial lighting solutions. It distributes a diverse range of light fittings to the industrial and wholesale markets.



Sylvania Lighting Australia is a manufacturer and distributor of luminaires for architectural, industrial, commercial and public lighting applications. The brand offers an extensive range of environmentally responsible products.



Crompton Lighting is one of the largest lighting brands in the country, offering a comprehensive, cost effective product range for small to medium sized projects. Crompton has extensive distribution through wholesalers, lighting retailers, specialists and hardware stores.



Moonlighting are a value added re-seller of lighting and luminaires with a focus on project lighting within the commercial and industrial building industry.



Inlite is an upmarket project based light distributor focused on commercial architectural projects in the specification market. Inlite has a comprehensive range of specialised lighting equipment in its portfolio.



Austube is the country's premier supplier of extruded aluminium lighting systems. Austube is a project based business focused entirely on linear lighting products.



Gerard Lighting and its franchise operations distribute their products in Australia, New Zealand, East Africa, the United Kingdom, India, the Middle East, Indonesia, Malaysia, Pakistan, Mozambique and Italy. Further international expansion is planned in key markets in India and the Middle East.

Global network

United Kingdom

Italy

Pakistan

UAE

India

Strategic Assets

Franchises (Non co-owned)

Malaysia

Indonesia

Kenya

Mozambique

Australia

New Zealand



The Group has a successful track record and will seek to continue its growth through the following key areas:

Product Innovation

The delivery of innovative lighting solutions and new products. Continued investment in local research and development teams to continue to push design and innovation boundaries.

Production Costs

Constant evaluation of production and product sourcing costs. Production 'partners' established throughout Indonesia and Asia to complement Australian manufacturing facilities.

Acquisition Growth

Consider growth by acquisition as the lighting industry consolidates. Continually evaluate and pursue potential acquisition targets that fit strategically and satisfy the Group's financial objectives.

Intelligent Lighting Products

Focused on compatible technology, centralised research and development and being an early adopter of technology in the market. Increased awareness of energy management and energy savings as market driver.

International Expansion

Expand sales from a low base, leveraging from the international Pierlite brand to grow in selected markets in India, the Middle East, Indonesia and Malaysia.



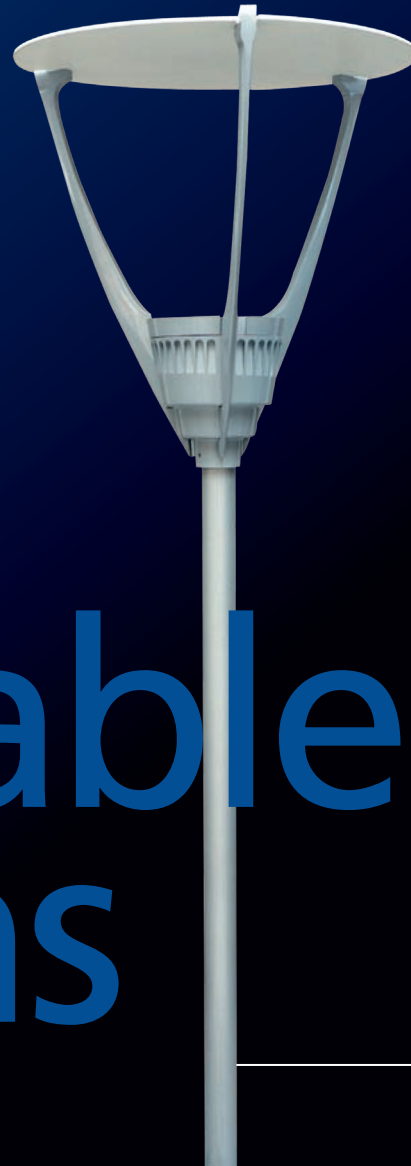


Intelligent Lighting Products (iLP)

iLP is a technology driven research and development division focused on developing energy efficient lighting products and control systems.

Current projects include LED Technology, Sensors, Lighting Control Systems, Emergency Lighting Systems and Light-emitting Plasma Technology.

Sustainable solutions



Lighting accounts for some 19% of global electricity consumption.

The focus on energy management, and the role of intelligent lighting, is increasingly causing growth in the demand for efficient lighting products and an increase in the home integration/automation market.

It is Gerard Lighting's objective to source 20% of revenue from technology related products within the next five years.

Gerard Lighting's relationships within the electrical industry are a significant and respected strategic asset of the Group.

Four generations of Gerard family members have provided goods and services to electrical contractors and wholesalers for more than 50 years.

Solid
relationships

Suppliers



Over many years the Gerard Lighting Group has established strategic relationships with industry leaders including Philips, Havells, Osram, Vossloh Schwabe and TridonicAtco.

Gerard Lighting Group has invested considerable resources in establishing strategic relationships with manufacturers across China, India, Indonesia and Malaysia.





Customers

Gerard Lighting supplies its products through electrical wholesalers, retailers and electrical contractors. Gerard Lighting's recently launched contractor loyalty program, The TRIBE, has a target membership of in excess of 2,000 registered electrical contractors.

The Tribe is a loyalty program unique to all licensed electrical contractors. Tribe members have access to social events, business networking functions, and product and training information nights.



Gerard Lighting's long term business strategy is to protect and grow its core business while extending its capabilities into aligned market segments, distribution channels and selected geographic locations.

Key growth opportunities

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www.gerardlighting.com.au

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