Midwich Group

2024 Full Year Results

March 2025

midwichgroupplc.com

Midwich Group

01/

Financial and strategic highlights

Stephen Fenby,
Group Managing Director

2024: Robust performance in a challenging market

- Midwich delivered **record revenue and gross margins**, despite continued challenging macro conditions.
- **Strong performance in strategic product categories**, reflecting the Group's strategy to focus on higher margin product areas.
- **Oversupply** in some mainstream product categories continued throughout 2024, despite expectations that this would reverse in H2.
- **Cost mitigation undertaken in H2** , resulting in c.£5m of annualised savings.
- **Operating cash** generation ahead of expectations, with leverage at 2.0x adj EBITDA.
- **Four acquisitions** undertaken in 2024 now **integrated.**
- **Total dividend of 13p** reflects cover of 2 times by adjusted EPS.
- **Expected trading performance for the full year remains unchanged, with a higher weighting to the second half.**

Robust performance with record gross margins

2024 revenue and gross margin	
Global revenue	£1.317bn
Total growth (cc)	+3.5%
Organic growth	-1.4%
Technical sales	+6.8%
Mainstream sales	-8.9%
Gross margin^	17.8% (up 0.3%)

2024 operating profit and cash generation	
Adj. operating profit	£48.3m
Adj. operating profit (cc)	-17.4%
Adj. operating margin	3.7% (down 0.9%)
Operating cash conversion	97%
Leverage	2.0x
Total dividend	13.0p (16.5p)

^ Gross margin has been restated to recognize carriage income as revenue. This increased the gross margin in 2024 from 17.1% to 17.8% and in 2023 from 16.8% to 17.5%

MidwichGroup

Current landscape

General Market Conditions

- Ongoing challenging economic conditions continue to impact our markets, with no current signs of general improvements;
- UK&I markets were very challenging in 2024, but have seen small improvements in early 2025. Demand in mainland Europe suppressed. Continued strength in Middle East;
- Corporate market remains weak through general economic uncertainty. Post Covid refresh cycle expected, but timing remains uncertain;
- Softness in discretionary education spend continues – particularly in Germany;
- Live events and entertainment continue to be robust.

Our Business

- Order books remain stable;
- Demand for display and volume projectors has been at best static, but with significant price erosion seen throughout 2024 as a result of oversupply. Early evidence that manufacturers may be realigning production capacity;
- Market shares generally stable or increasing;
- Cost base realignment undertaken in H2;
- Four small deals completed in 2024. No deals currently in late stages but appetite for M&A remains in the medium term.

Our purpose and key differentiators

Why Midwich?

We exist to help our customers win and then deliver successful projects, and our manufacturers to reach a broad market

Deep vendor relationships
Broad, long, close, symbiotic, unique
We are exclusive or #1 distributor in most relationships with our top 40 vendors.

Portfolio management expertise
Products, technologies, geographies
Has driven seamless revenue growth every year since 2005, doubling of GP percentage, and PBT 38x higher

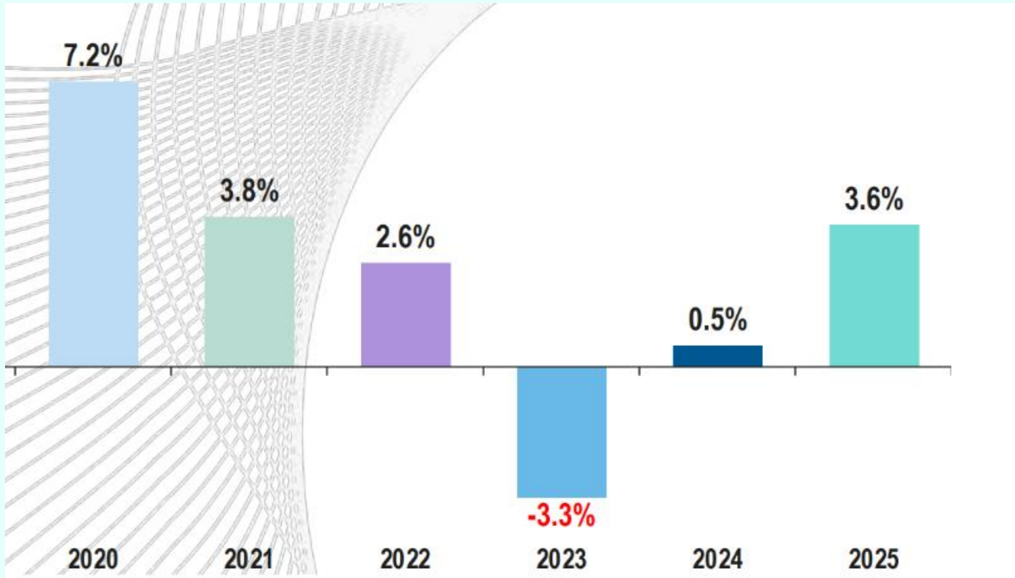
Unrivalled depth of specialist knowledge
Support customers to win and deliver great projects
Growth in technical sales of 6.8% in the year

Consistently high customer service
Responsive, knowledgeable, understanding and effective operators
Relationship with most top 50 customers for over 10 years

.

Market data

The technology distribution market (IT and AV products) as a whole was relatively flat in 2024 and is expected to show some growth overall in 2025 – with displays, software and services being key drivers:



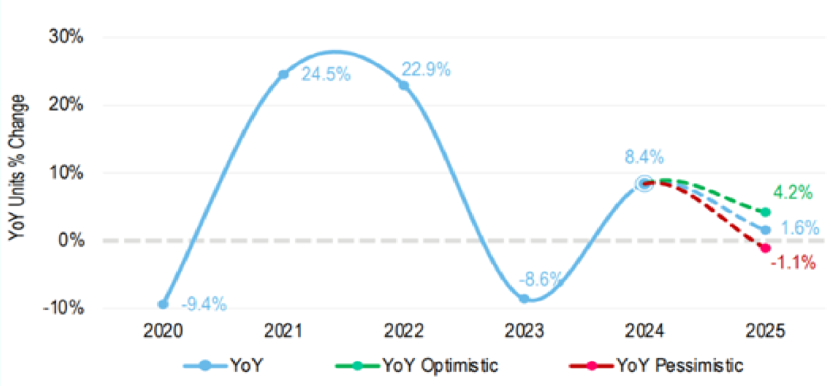
Source: CONTEXT

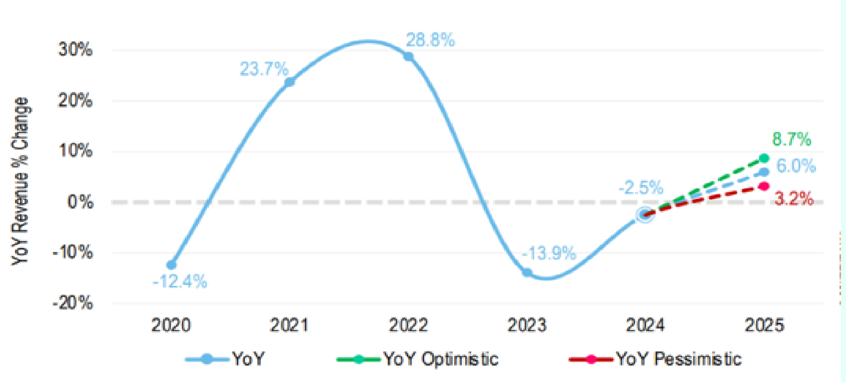
“5 years since the COVID boom, 2025 should be the refresh year” – Context

The overall Pro AV market is expected to grow at 5.3% CAGR to 2029 with technical product growth exceeding mainstream.

Strong growth from China and India impacts overall trends.

Large format display sales (23% of revenue in 2024) experienced significant price erosion in Europe in 2024. This expected to reverse – but excessive sales into distribution may slow progress:





02/

Financial review

Stephen Lamb,
Group Finance Director

MidwichGroup

Income statement

£m	2024	2023	Actual change	Constant currency change
Revenue^	**1,317.0**	**1,295.1**	1.7%	*3.5%*
Gross profit *Margin^*	**234.3** *17.8%*	***226.1*** *17.5%*	3.6%	5.5%
EBITDA (Adj.)	**59.2**	**69.5**	(15%)	(13%)
Adjusted operating profit *Margin*	**48.3** *3.7%*	***59.6*** *4.6%*	(19%)	(17%)
Net finance expense	(10.0)	(9.6)		
Adjusted PBT	**38.3**	**50.0**	(23%)	(22%)
Taxation	(10.1)	(11.5)		
Adjusted PAT	**28.2**	**38.5**	(27%)	
Adjusted EPS (p)	**26.24**	**37.64**	(30%)	
Full year DPS (p)	**13.0**	**16.5**	(21%)	

^ Restated to recognize carriage income as revenue. This increased the gross margin in 2024 from 17.1% to 17.8% and in 2023 from 16.8% to 17.5%

- **Record revenue of £1,317m, up by 3.5% at CFX. Organic sales down by 1.4% in a challenging market.**
- **Highest ever gross margin at 17.8%; ahead of prior year by 30bps reflecting technical mix benefit.**
- **Temporary reduction in adj. operating profit due to growth in overheads of £19.5m. These were impacted by M&A, inflationary pressure and further investment in the Middle East.**
- **Overhead reduction programme mid-year resulted in c£3m of savings in H2 2024. Exceptional items shown on slide 43**
- **Productivity focus in 2025 to respond to ongoing market challenges.**
- **Adjusted effective tax rate of 26.3% (2023: 23.1%) reflects introduction of corporation tax in UAE and mix.**
- **Adjusted EPS reflects profit trend and equity issue in June 2023.**
- **Final dividend of 7.5p per share (payable July 2025). Full year dividend of 13.0p (2x covered by Adj. EPS).**

MidwichGroup

Balance sheet and net debt

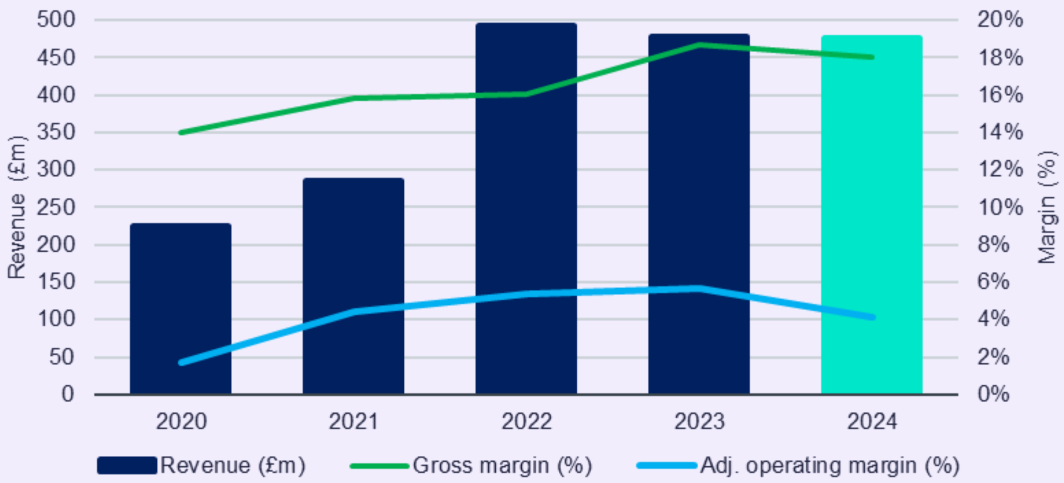
Balance Sheet (31 December)		
£m	2024	2023
Non-current assets	**224.9**	**208.9**
Net working capital (ex cash)	**155.8**	**154.6**
Net working capital as % of revenue	*11.8%*	*11.9%*
Cash	49.2	56.1
Other net of liabilities due within one year	(57.3)	(83.0)
Capital employed (Total assets less long-term liabilities)	372.6	336.6
Long-term liabilities	(183.4)	(140.5)
Net assets	**189.2**	**196.4**
Net debt (reported)	***153.4***	***106.2***
Adj net debt (ex leases)	***130.6***	***82.6***

- **Non-current assets increased due to the four small acquisitions completed in 2025.**
- **Strong working capital management, with working capital as a percentage of last twelve months' revenue slightly below prior year.**
- **Increase in adjusted net debt to £130.6m largely reflects £37.8m of acquisition related payments in the year. Leverage at 2.0x Adj EBITDA (December 2023: 1.1x).**
- **Other liabilities at the period end include estimated payments for put/call options and deferred consideration:**
    - **£15.5m due <12 months**
    - **£1.8m due >12 months**
- **Multibank RCF facility of £175m (plus £75m accordion): >£100m of other facilities in place – mainly working capital.**
- **Cash conversion guidance remains 70-80%.**
- **Consistent capital allocation model (appendix).**

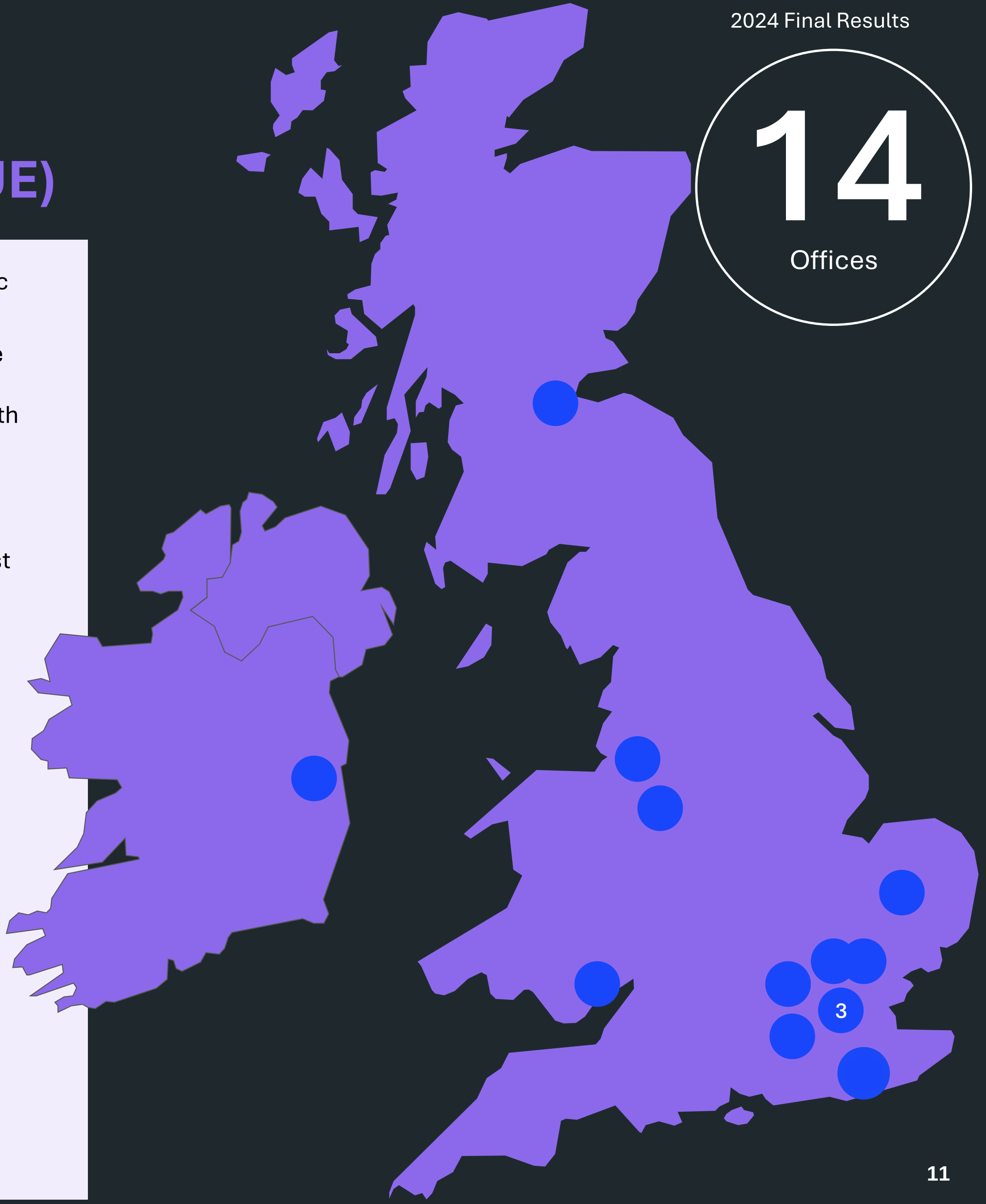
MidwichGroup

UK & Ireland (36% GROUP REVENUE)

- The UK&I market demand continued to be subdued in the period with revenue flat on prior year. Organic sales declined by 3.1%.
- The Group has its highest market share in this region and the challenging backdrop resulted in a degree of oversupply, and associated discounting which resulted in a reduction in mainstream product sales. Stronger demand in markets such as live events, entertainment and hospitality supported further growth in technical product sales. Technical products now represent about two thirds of revenue.
- After an exceptional performance last year, gross margins held up well in the period at 18.0% (2023: 18.7%).
- Overheads in the UK&I increased, as expected, reflecting the impact of the acquisitions and labour cost inflation.
- The acquisitions completed in the last two years have now been fully integrated.



2023 has been restated to reflect carriage income as revenue

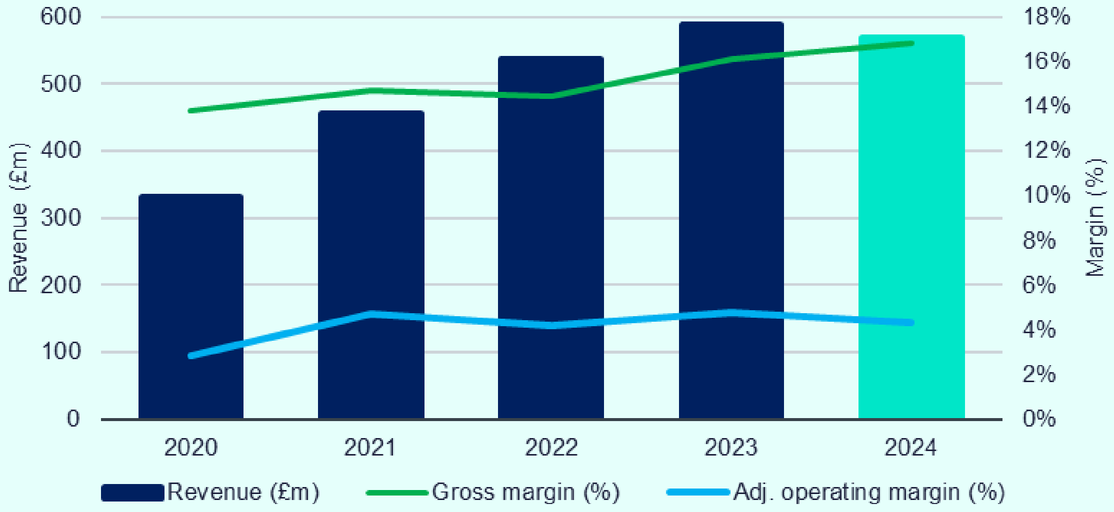


14
Offices

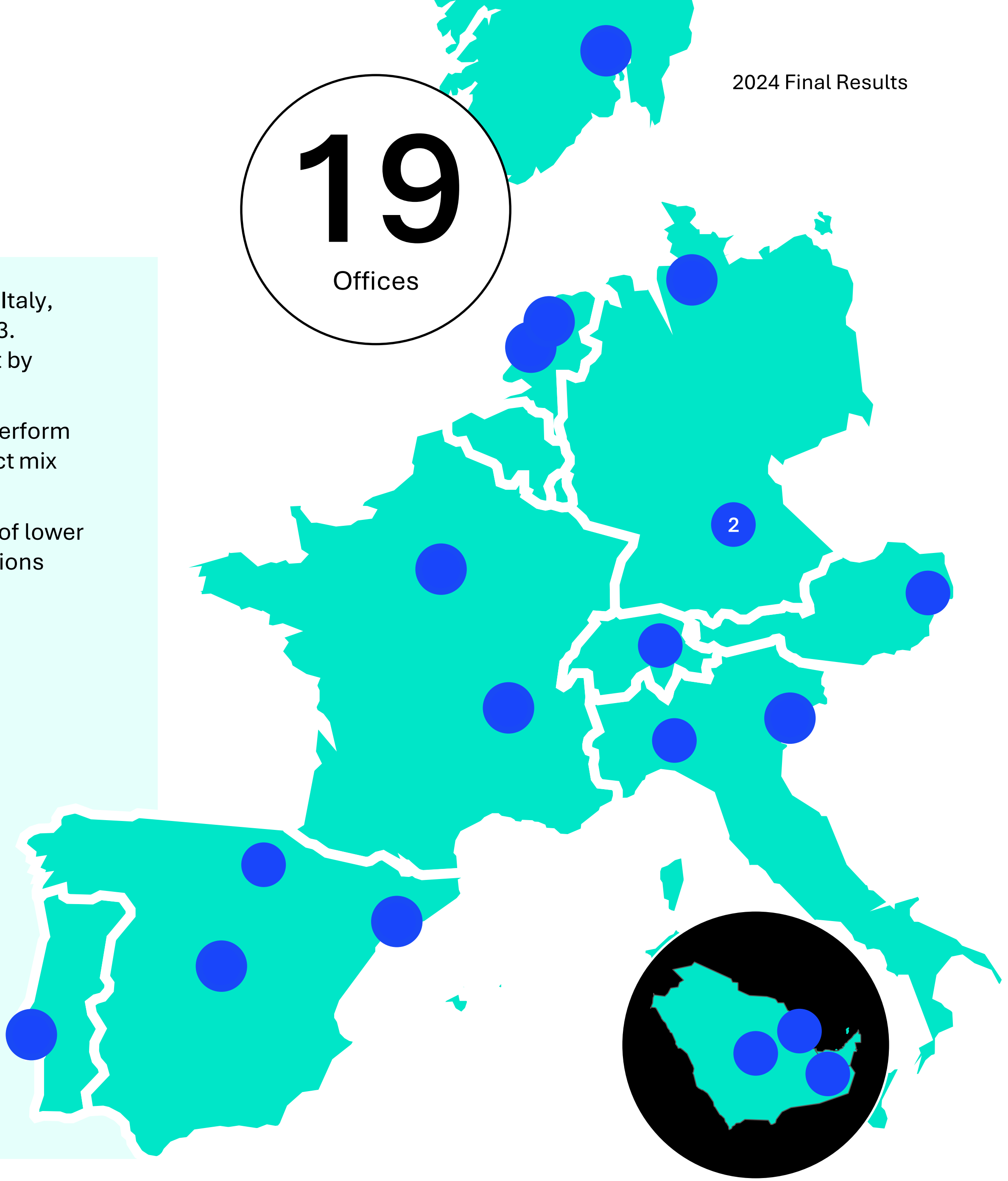
MidwichGroup

EMEA (43% GROUP REVENUE)

- The EMEA region comprises our businesses in France, Germany, Switzerland, Benelux, Norway, Italy, Iberia, and the Middle East. Revenue, on a constant currency basis, was broadly in line with 2023. Organic sales declined by 2.7% reflecting a reduction in mainstream product sales largely offset by increased technical product revenue.
- Our audio-focused, higher margin, businesses in Iberia, Italy and the Middle East continued to perform well. Whilst gross profit margins improved to 16.8% (2023: 16.1%) because of favourable product mix and the benefit of the acquisition of prodyTel in November 2023.
- Adjusted operating profit in EMEA was down 9.6% on the prior year due to the combined impact of lower organic revenue and further investment in growth areas, such as the Middle East. Trading conditions continued to be challenging in Germany and France in the second half of the year.
- The acquisitions completed in 2023 are contributing well.
- UAE fire – limited impact expected in H1 2025.

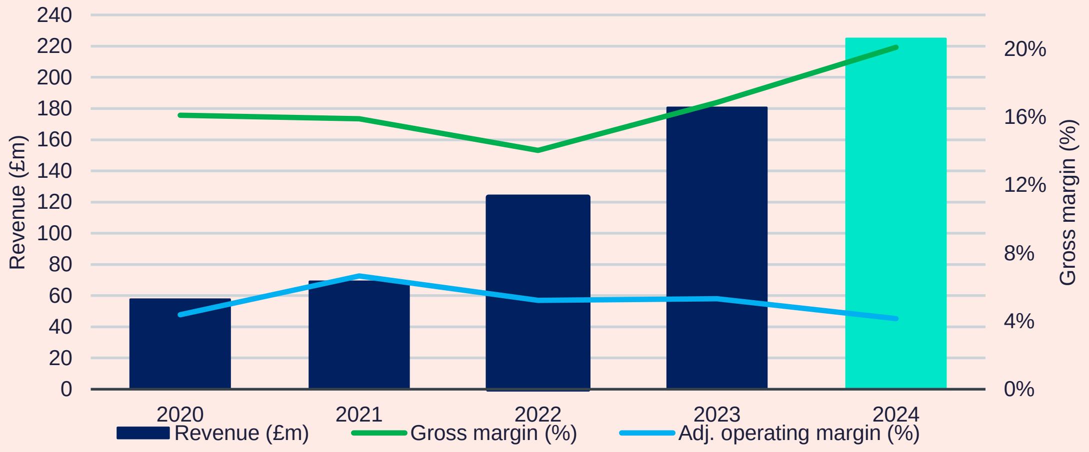


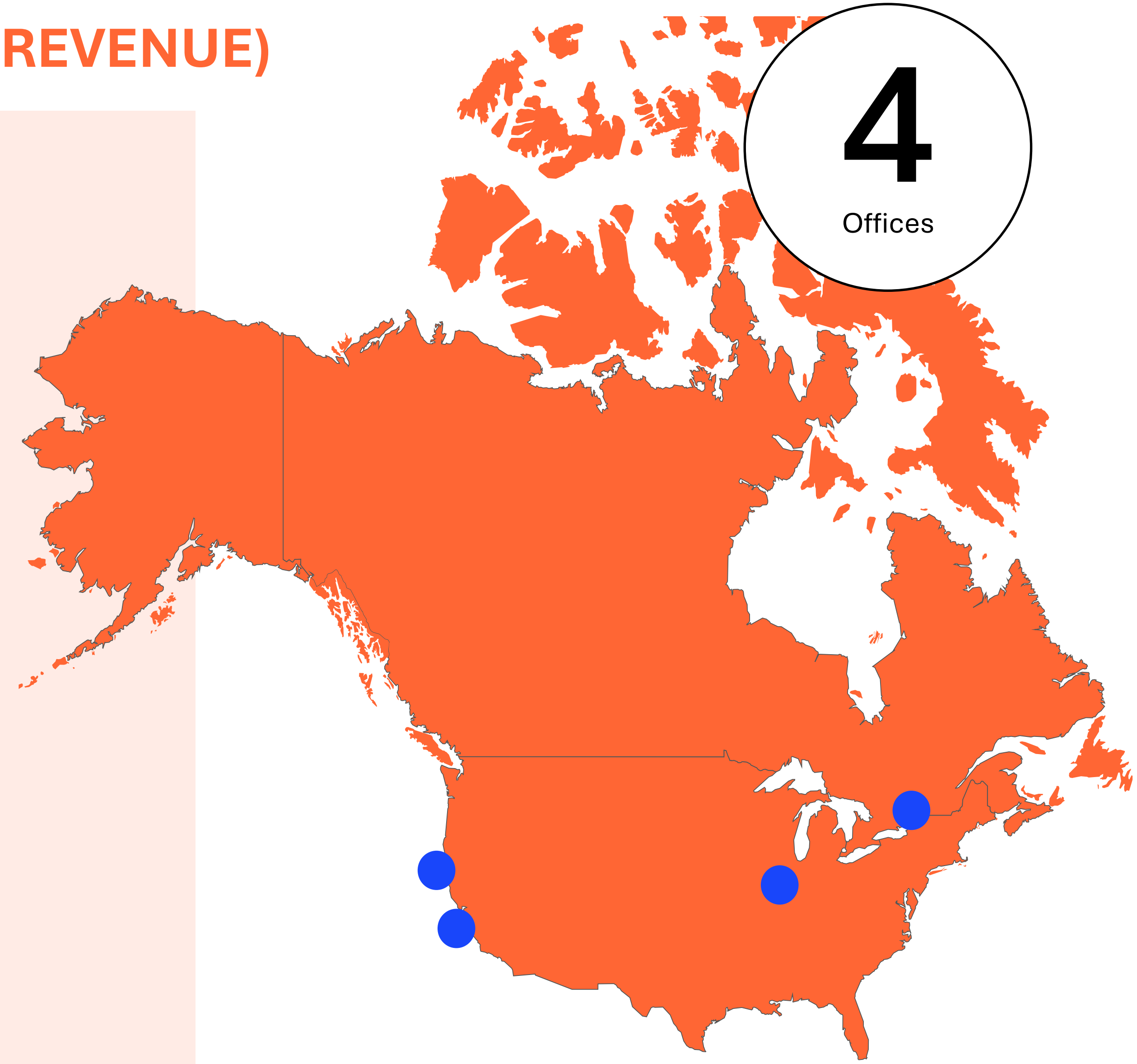
2023 has been restated to reflect carriage income as revenue



North America (17% GROUP REVENUE)

- Revenue in North America increased by 28.1% reflecting both a full contribution from SFM in Canada (Acquired in June 2023), and further market share gains in the United States.
- Organic revenue growth of 7.0% was driven by demand for unified communications solutions, an increase in customer wallet share and higher project activity.
- Our focus in North America has been to expand our sales and business management teams organically, to gain market share through high service levels and to win strong new brands. We accelerated this through the acquisition of The Farm in January 2024. This sales focused business, now fully integrated, added two locations and 26 additional people to our team.
- The record gross margins in the region at 20.1% (2023: 18.6%) are attributable to the positive mix impact from the acquisitions of SFM and The Farm (January 2024).
- Adjusted operating profit in North America at £9.3m was broadly in line with 2023 reflecting continued investment in sales capabilities in the US and some brand transitions at SFM.



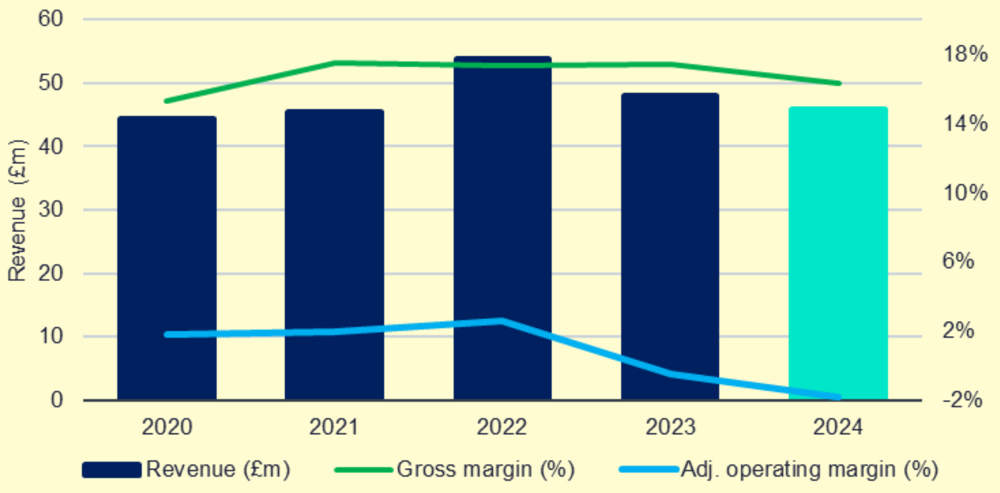


2023 has been restated to reflect carriage income as revenue

APAC (4% GROUP REVENUE)

6
Offices

- Revenue in Asia Pacific was down 1.3% on the prior year.
- The ANZ market has also been impacted by excess mainstream product supply and discounting, which resulted in slightly lower gross margins of 16.4% (2023: 17.4%) and an increased adjusted operating loss of £0.8m (2023: £0.3m).
- The business is focused on expanding its technical solutions capabilities and increasing productivity in the mainstream activities. APAC is expected to recover to previous levels in time.



2023 has been restated to reflect carriage income as revenue

03/

M&A overview and our investment case

Stephen Fenby, Group Managing Director

M&A strategy and results

M&A has been part of our strategy since 2006. We acquire businesses in order to either access new geographical markets, or to add new technical product areas into existing businesses. Midwich has acquired over 40 businesses to date.

In January 2024, we completed the acquisition of **The Farm**, a highly technical sales representative business based on the West Coast of the USA.

In July 2024 we acquired the remaining 70% in **Dry Hire Lighting Limited**, a UK based provider of lighting rental services to the trade sector.

In October 2024 we acquired **UK Fire & Safety Limited**, a distributor of fire security products to the UK market.

In October 2024, we completed the acquisition of **Direct Cable Systems** (DCS), an assembler and distributor of cable solutions.

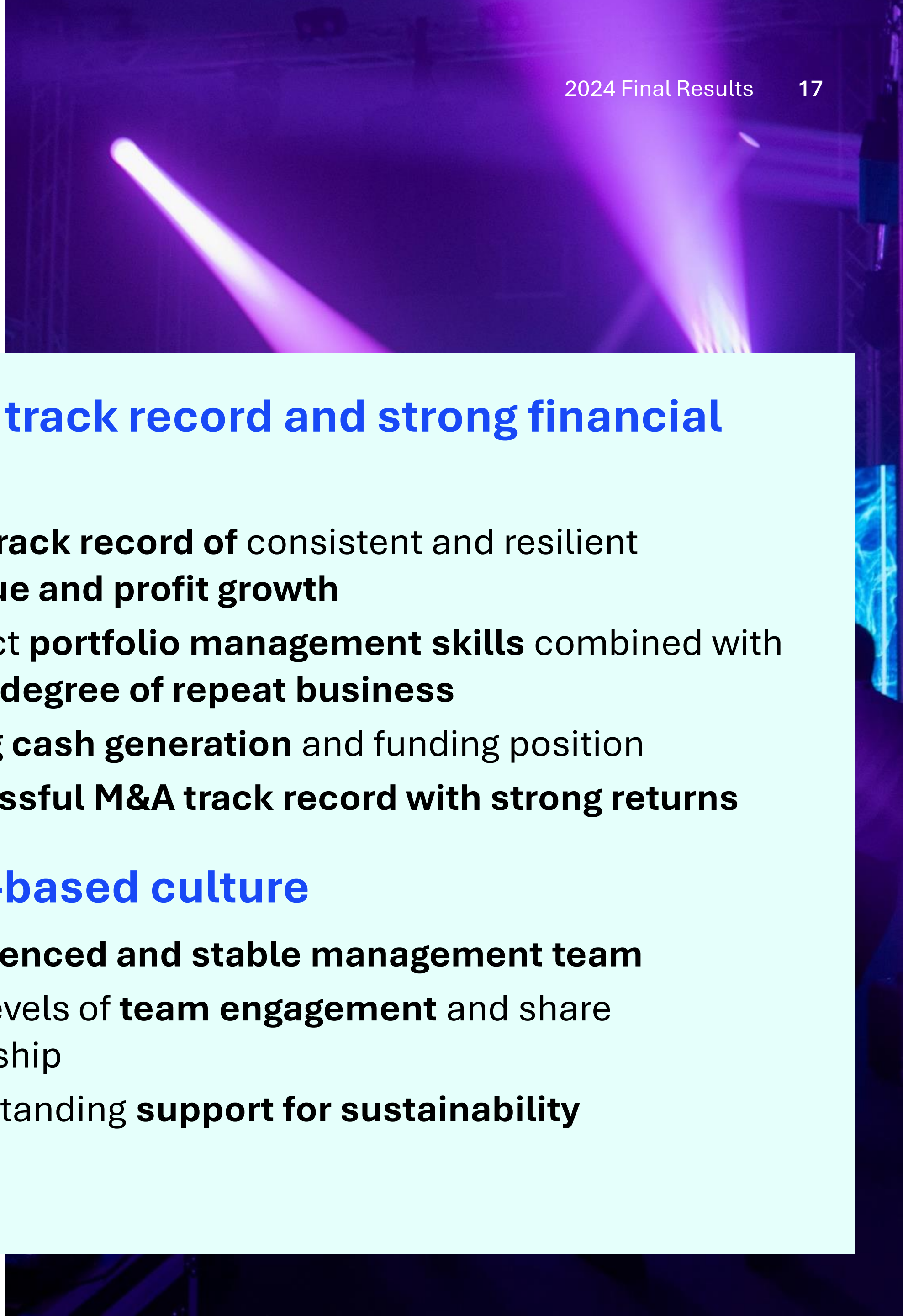
Key M&A criteria:

- Strong reputation
- Technical skills
- Vendor and customer portfolio
- Culture and ethos

Typical valuation 5-6x EBIT

M&A spend since IPO >£200m

Average return (EBIT/EV) of c17%



Our investment proposition

Midwich has a market leading position

- We are the **leading** global Pro AV **value-added distributor**
- In a **$325bn global market** that's expected to grow by 5.3% per annum
- Our current revenues represents **less than 4% of our target addressable market**

A clear strategy with solid foundations

- Our **strategy has remained consistent** since our IPO and our business model is robust
- Our long-term customer and vendor relationships provide **significant barriers to entry**
- We have the **strongest team in the industry**, supported by our experience centres and trade shows

A proven track record and strong financial position

- **Long track record of** consistent and resilient **revenue and profit growth**
- Product **portfolio management skills** combined with a **high degree of repeat business**
- **Strong cash generation** and funding position
- **Successful M&A track record with strong returns**

A values-based culture

- **Experienced and stable management team**
- High levels of **team engagement** and share ownership
- Long-standing **support for sustainability**

Key Drivers for long-term growth

Organic revenue

- Structural market growth (AVIXA c5-6% per annum)
- Trend towards increased use of distribution
- Further market share opportunities – notably in North America

Enhanced by M&A

- Fragmented market, with many opportunities
- Proven acquisition and integration model
- Demonstrable ability to add value to businesses acquired

Gross margin progression

- Continue to grow technical mix
- Continue value-added approach
- Potential for software/services/ rental revenue streams

Manage our cost base

- Operational leverage from scale
- Productivity from new systems
- Interest cost upside if rates fall

2030 financial ambition: mid-high single digit organic revenue growth (plus M&A) with enhanced gross margins and small productivity improvements supports potential double digit adjusted EPS growth

Summary and Outlook

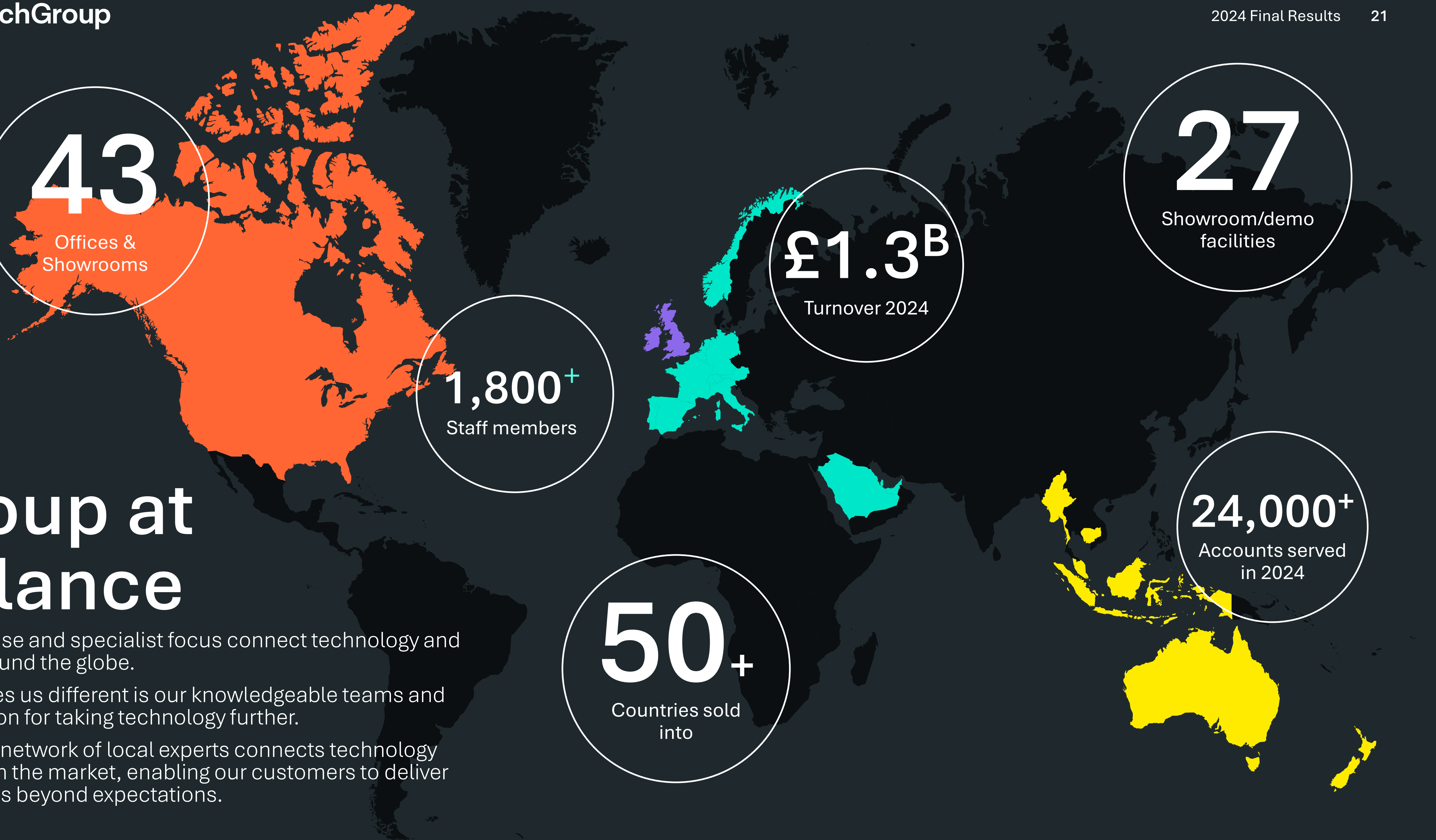
Summary

- Challenging conditions in 2024 have continued into the early part of 2025;
- The Group continues to perform well against competition and has maintained or gained market share in key markets;
- Long term strategy to increase focus on specialist product categories has helped, but soft demand and price erosion caused by oversupply has been challenging;
- Uncertainty in macro-economic conditions has hampered demand for products, particularly from corporate end–users. Tight government spending has constrained demand for technology;
- Cost reduction exercise in late 2024 has brought some benefits to overhead base;

Outlook

- Short term trading conditions not expected to improve materially, but the Group is ideally placed for an improvement in markets;
- Group focus is on exploiting revenue and gross profit opportunities, whilst ensuring operations are carried out as effectively as possible;
- Expected trading performance for the full year remains unchanged, with a higher weighting to the second half.

04/ Appendices



Group at a glance

Our expertise and specialist focus connect technology and people around the globe.

What makes us different is our knowledgeable teams and their passion for taking technology further.

Our global network of local experts connects technology brands with the market, enabling our customers to deliver experiences beyond expectations.

Delivering against our long-term strategy

Specialisation	Geographical Coverage	Scale
Relevance Profitability Defensibility	Support Global projects Share of wallet	Efficiency Profitability Cross selling

Our strategy delivers:

Long term, strong, predictable and defensible EPS growth

TECHNOLOGY COVERAGE.

Signal Management
From IPTV to digital signage and image processing systems, there is ever-increasing complexity in connectivity, content and control.

Professional Audio
Provision of class-leading audio for the installed audio, concert sound and studio broadcast industries.

LED
LED displays deliver across a wide range of applications without compromise: seamless, high brightness, scalable to any shape or size and versatile in set-up.

Projection
Offering a selection of projectors and projection screens to suit all needs and budgets. The key market driver is the introduction of projectors that are laser light sourced.

Display
Businesses in almost every market you can think of are deploying increasing numbers of screens. Commercially, displays have become ever more prevalent with the increase in touch enabled apps.

Security
The rise of digital capability and image quality, along with remote access and a requirement to secure homes and businesses, has led to an ever evolving demand.

Unified Communications (“UC”)
The rise of the so-called “huddle room” means a new generation of video and audio meeting room technology has become available.

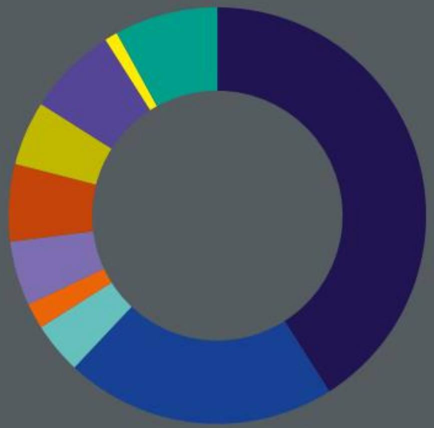
Lighting
Distribution of spectacular, professional lighting and accessories for theatres, concerts and live productions.

Broadcast
Providing professional equipment and solutions enabling live and recorded TV and video production along with supporting post-production, encoding and streaming.

WHO WE SERVE.

Our customers are always professional technology providers, but encompass a diverse range across system integrators, live events production companies, specialist resellers and global e-tailers.

These professionals are responsible for designing and installing cutting-edge audio visual solutions for end users.



Our end user markets

Corporate	41%
Education	21%
Hospitality	4%
Travel	2%
Healthcare	5%
Broadcast/media	6%
Government	5%
Venues and events	7%
Residential	1%
Retail	8%

Source: Midwich internal estimates

Mergers and acquisitions strategy.

We believe we have a winning formula when it comes to M&A, with our proven track record of successful acquisitions, careful integration and a strong pipeline of opportunities. We focus on high-quality, ambitious, specialist businesses, and use our extensive M&A experience to execute transactions with speed and precision.

Many businesses that join us are privately owned. We're determined to preserve what made them successful in the first place. Our promise is to give management teams the autonomy to run their business, while offering them all the benefits that come with being part of our Group network, so they can enhance and accelerate growth.

KEY M&A CRITERIA.

- Strong reputation
- Technical skills
- Vendor and customer portfolio
- Culture and ethos

EBIT
5-6x

M&A spend since IPO
>£200m

Average return (EBIT/EV*) of
c17%

*Enterprise value

Total acquisitions	Acquisitions since IPO	New geographies entered	Technical product revenue CAGR^ (2019-2024)
40	30	19	27%

"The performance of the Group in 2024 was outstanding with record revenue, gross profit and operating profit and further execution of the Group's strategic objectives."

Stephen Fenby
Group Managing Director

^ Includes unified communications products.

What makes AV special?

AV can make almost every business perform better.
Our technology helps drive improved performance, for example in…

Corporate
More effective meetings, better collaboration and remote working

Education
Higher quality and more interactive teaching

Retail
More effective meetings and better collaboration

Transport
Making roads and airports flow better and safer

It also supports creativity and fun:

Media and advertising
High impact digital signage and smart advertising

Film and TV
Virtual production and post-production editing to home cinemas

Automotive
Enhance car design to F1 support to showroom experiences

Sport
Better experiences, more fun, enhanced safety and flexible venue use

AV turns the digital into reality

The Pro AV value chain

MANUFACTURER.

From global leaders to innovative start-ups, our manufacturer partners design, create and produce technology equipment.

Value that AV manufacturers get from Midwich:

- Market intelligence and strategic and tactical input into planning
- Market access through highly experienced and effective AV sales, marketing and technical teams
- Ability to reach broad, profiled AV customer base
- Industry-leading events and experience centres enable greater interaction with customers and end users
- Efficient logistics and specialist product support
- Global reach gives ability to support multinational projects
- Midwich's scale means fewer points of contact, improving operating efficiency for manufacturers

A MIDWICH GROUP BUSINESS

Our business provides the services that the professional market needs to deliver exceptional projects, including product supply, training, system design support or product demonstration, which help the manufacturer sell more of its products to a wider market.

Value that Midwich gets from AV manufacturers:

- Access to high quality products to distribute to its customers, often on an exclusive or number one basis
- Ability to influence product development and early access to new technology
- AV product training, informing users of the value proposition

Value that Midwich gets from the trade market:

- Customers for AV products
- Opportunities to support multinational end users' projects across geographies
- Market knowledge and end user feedback

PROFESSIONAL MARKET

Our customers are professional technology providers, a diverse range across system integrators, live events, production companies, specialist resellers and global e-tailers. These professionals are responsible for designing and installing cutting-edge AV solutions.

Value that the trade market gets from Midwich:

- Proactive help to sell and deliver successful projects
- Unrivalled depth of product and technical expertise
- Widest product range and an ability to offer complete solutions
- Efficient logistics
- Demonstration and training facilities
- Credit team knowledge and support
- Technical requirements and targeted marketing support for different vertical markets
- Strong relationship management skills
- 100% trade focus builds high customer trust

Value that the trade market gets from end users:

- Customers for AV products
- Feedback on their needs from the AV market

END USERS

End users are typically businesses covering the full spectrum of industries, including corporate, live events venues, government, education, retail, leisure and healthcare, plus a smaller number of personal consumers.

Value that end users get from the trade market:

- Advice and assistance on AV products and the solution that they require to meet their needs
- Integration and installation of the AV products to ensure that all the products work well together as one solution
- Ongoing monitoring and support of AV installations

Demand drivers in the AV Industry

Driver	Reason	Examples
Cost Saving	Reduces people costs	• Touch screen in shopping centre reduces need for help desk staff • Touch screen ordering in fast food outlet reduces serving staff
	Reduces waste	• Elimination of posters reduces paper waste
Improve efficiency/ effectiveness	Saves time	• Video conferencing means less travelling time for executives
	Allows rapid changes to marketing proposition	• Digital signage allows pricing and promotions to be updated dynamically from central point
	Improves performance	• Collaboration solutions make business meetings more effective through easy sharing and development of ideas across wide geographies • Video walls in security/ military centres enable rapid assessment of situations and improved decision making
	Improves Learning	• Collaborative learning solutions in classrooms give teachers real time analysis of students' understanding of lessons • Interactive displays facilitate improved learning in the classroom
Give competitive advantage	New revenue sources	• Digital signage enables petrol forecourts to sell advertising • Commercial Grade AV required to host global Esports tournaments. "Sports of the future will be played on AV not a grass pitch"
	Improve customer proposition	• Displays, audio and lighting improve ambiance in high street retail - giving a competitive advantage over on-line • Video walls in gyms show inspiring content to users • Extensive use of innovative AV in concerts improves audience experience • AV in museums improves visitor engagement and learning enjoyment
	Data analytics helps focus business strategy	• Use of facial recognition and ANR enables collection of customer data and focused promotional activity
Matches user/ employee expectations	Extensive use of mobile devices gives expectation	• Use of AV in workplace fits with how people live their personal lives, giving sense of congruence
Safeguarding	Evidence to protect against litigation	• Multi angle and camera view high definition recording of operating theatres to protect patients and surgeons in the event of alleged medical negligence
	Real time monitoring and surveillance	• Large videowall canvases displaying high numbers of CCTV streams with operator ability to enlarge one or more streams and track persons of interest live with facial and gait recognition as they move within camera zones • Audio and PAVA equipment for the hearing impaired and to voice evacuation regulations to ensure equal opportunities

Why Midwich Group?

WHY OUR CUSTOMERS CHOOSE US

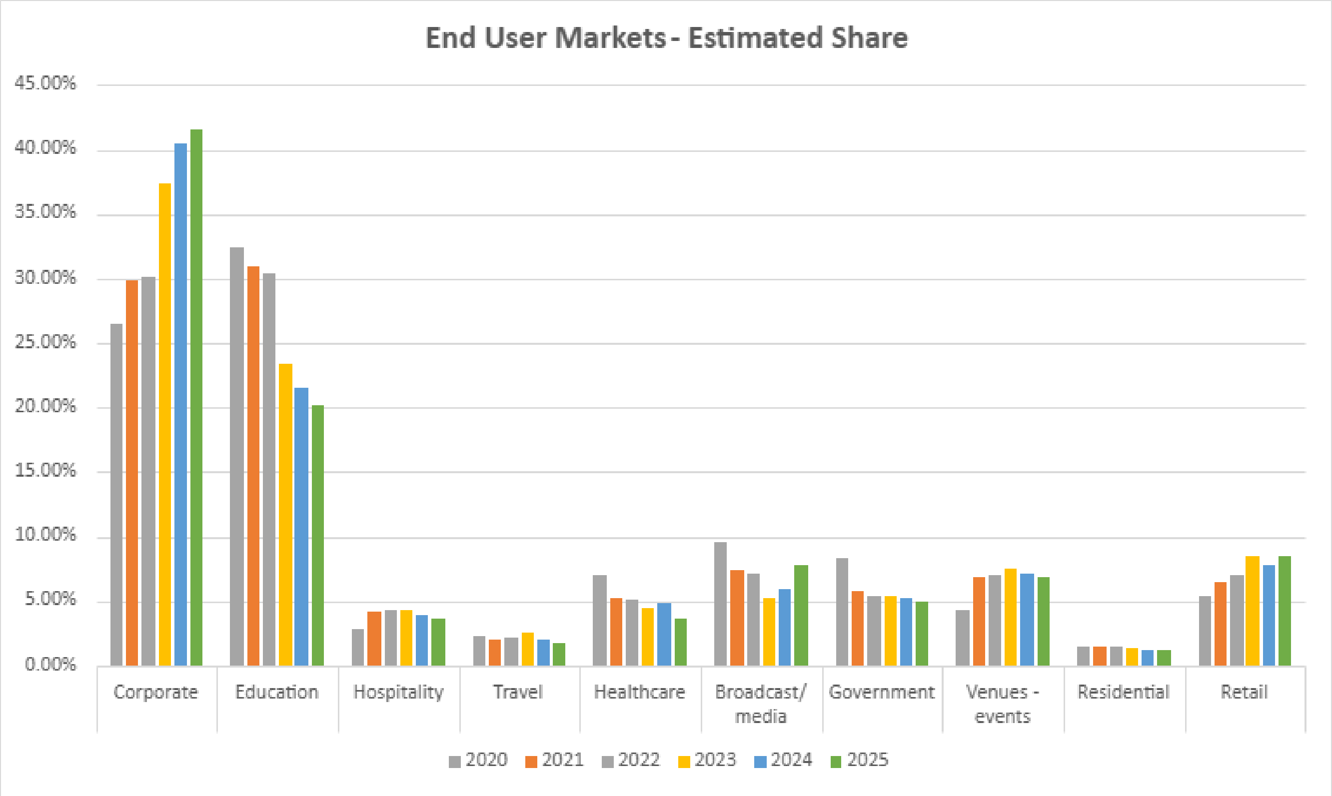
- Nurturing long-term relationships
- Training and events
- Vertical market focus
- Credit/business services
- Working together
- 100% Trade only
- Market and web services
- Award-winning distribution
- Personal approach

WHY OUR VENDORS CHOOSE US

- Market focus
- Efficient logistics
- Scale and flexibility
- Marketing and sales support
- Events
- Cross-border projects
- Market intelligence and trends
- Long-term relationships

MidwichGroup

End user market mix



Source: Midwich estimates

- **Our expanded UC portfolio and continued roll out across the Group has increased importance of corporate market, although this market remains relatively soft.**
- **Education spend dropped significantly – more in schools than higher education. UK&I and Germany particularly impacted.**
- **Higher spend in hospitality and events expected to continue.**
- **Stronger year for broadcast and media in 2024.**
- **Other market sector shares relatively stable**

Strong customer and vendor relationships

Vendors

- Largest supplier accounts for 9.3% of sales;
- Top 10 vendors account for 46% sales and top 40 account for 78%;
- We are either exclusive or number 1 distributor for the majority of our our top 40 vendor relationships;
- Total vendors 915 – of which 114 had sales over £1 million.

- **Reduced vendor concentration dilutes risk;**
- **Significant gains from winning and growing new vendors;**
- **Leading distribution partner strengthens relationships and influence;**
- **Broad and deep portfolio difficult to replicate;**
- **Referred relationships a major strength of the business.**

Customers

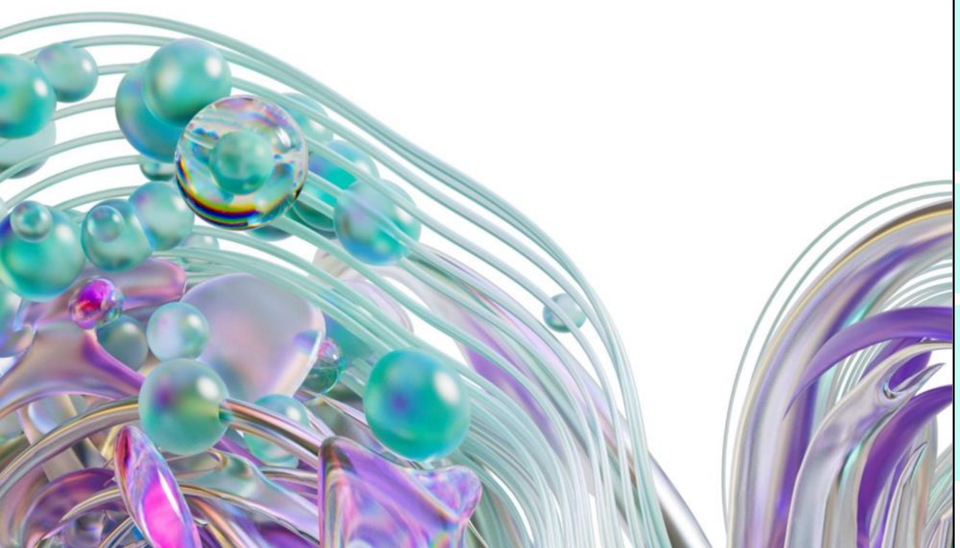
- Largest customer accounted for 2.2% of revenue;
- Top 10 customers accounted for 12% total revenue, and top 50 account for 28%.
- Top 288 customers accounted for 50% of group revenue;
- Over 21,000 customers spent under £100k with us;
- Total traded accounts over 24,000;

- **Long term relationships bring high degree of repeat business;**
- **Low customer concentration mitigates risk;**
- **Our global network supports a significant number of major accounts;**
- **Less distinction between AV and IT customers;**
- **Long tail of accounts difficult to reach by vendors.**

MidwichGroup

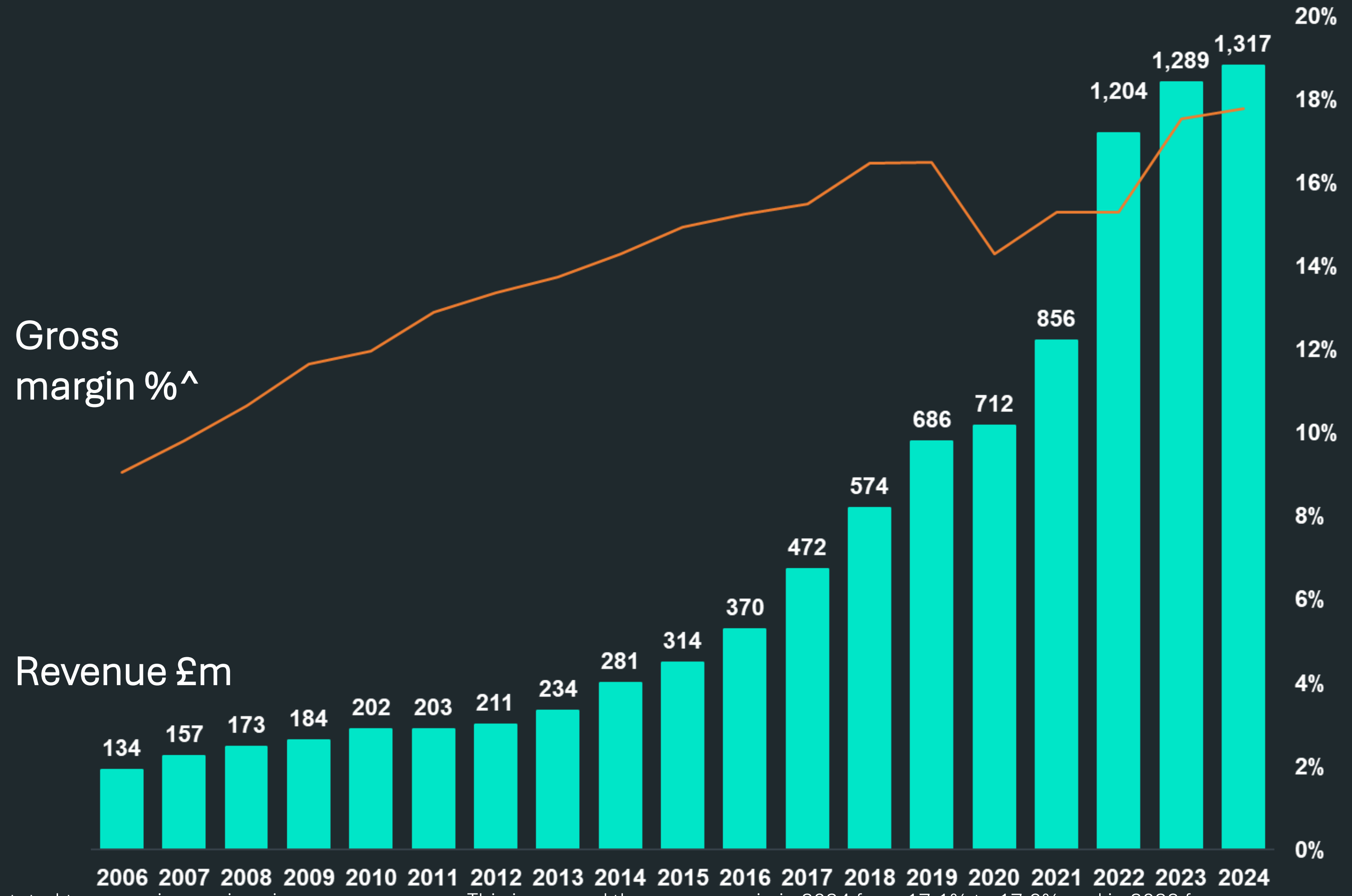
Specialisation across the Group

As you can see, the Group operates in major geographic markets with local specialists covering a multitude of technology categories.



Region	Country	Mainstream	Technical Video	LED	Audio	UC	Broadcast	Lighting	Security	Dry Hire
UK & I		✓	✓	✓	✓	✓	✓	✓	✓	✓
Northern Europe	Netherlands	✓	✓	✓	✓	✓	✓			
	Belgium	✓	✓	✓	✓	✓	✓			
	Norway	✓	✓	✓		✓				
DACH/ Eastern Europe	Germany	✓	✓	✓	✓	✓	✓	✓		
	Switzerland	✓	✓	✓		✓				
	Austria	✓	✓	✓		✓				
Southern Europe	France	✓	✓	✓	✓	✓				
	Spain	✓	✓	✓	✓	✓	✓	✓		
	Portugal	✓	✓	✓	✓	✓	✓			
	Italy	✓	✓	✓	✓	✓		✓		
Middle East	UAE	✓	✓		✓			✓		
	Qatar	✓	✓		✓			✓		
	Saudi Arabia	✓	✓		✓					
Americas	United States	✓	✓		✓	✓	✓			
	Canada	✓	✓		✓	✓	✓			
APAC	Australia	✓	✓		✓	✓	✓			
	New Zealand	✓	✓		✓	✓	✓			
	South-East Asia	✓	✓		✓	✓	✓			

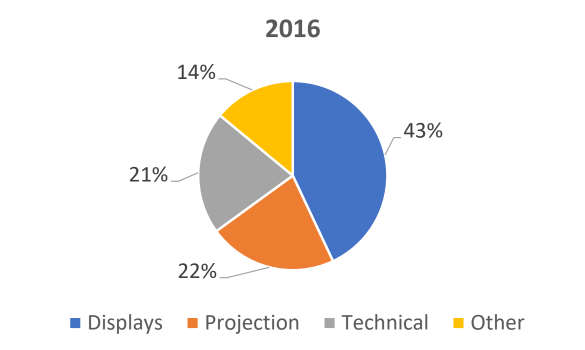
Consistent market outperformance

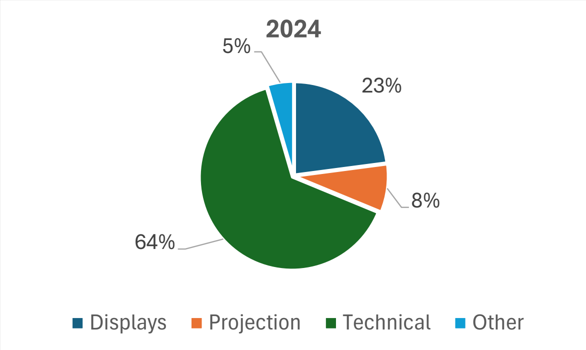


^ Restated to recognize carriage income as revenue. This increased the gross margin in 2024 from 17.1% to 17.8% and in 2023 from 16.8% to 17.5%. Other years as reported.

Evolution of product and geographic mix

Specialisation



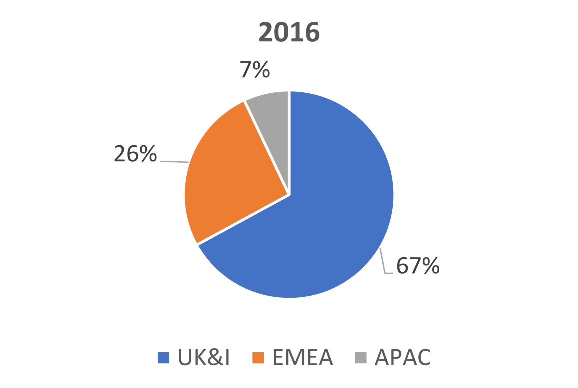


Increased specialisation of the business over time

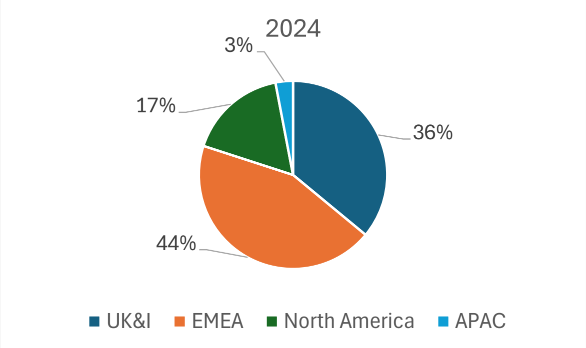
Technical product categories continue to increase in importance (2024 - 64%)

Displays and projection now 31% of sales

Geographical Coverage



Countries of operation: 6
Number of customers: c10,000



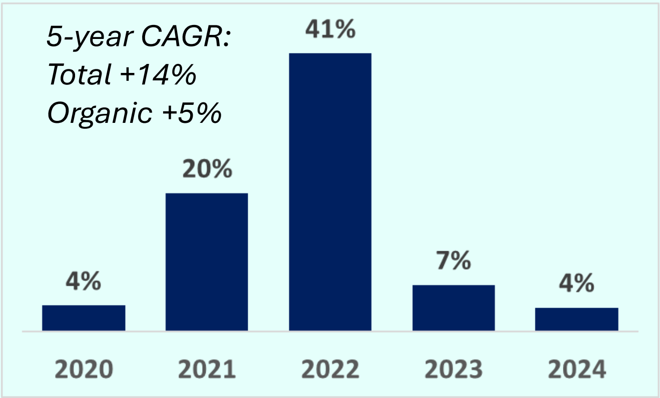
Countries of operation: 22
Number of customers: 24,000+

22 countries of operation

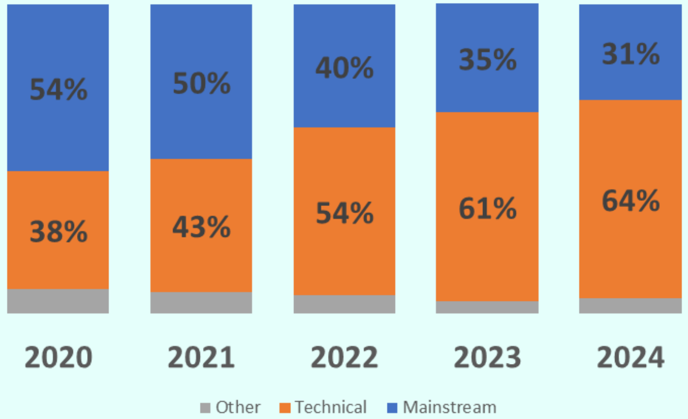
Group strategy and long-term trend towards increased North American and EMEA mix

Strong track record

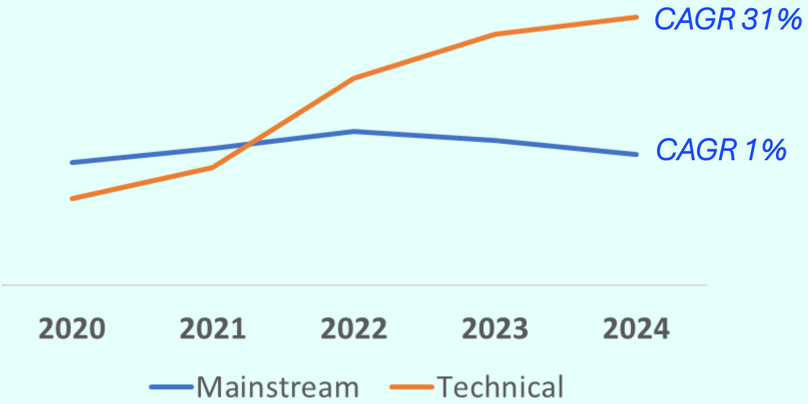
Strong revenue growth



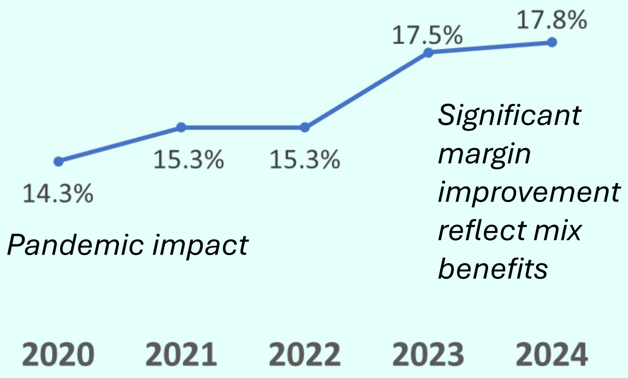
Increased technical product mix



Revenue (£m) by product type

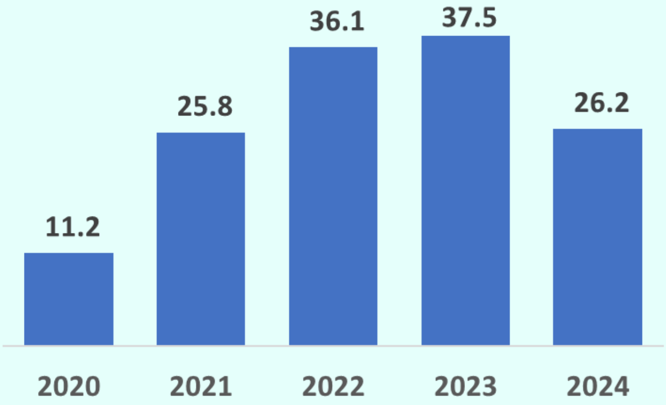


Gross margin development



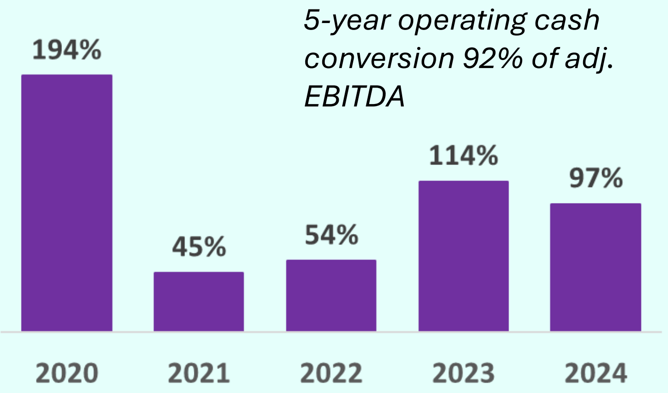
Restated to recognize carriage income as revenue. This increased the gross margin in 2024 from 17.1% to 17.8% and in 2023 from 16.8% to 17.5%. Other years as reported.

EPS (p) development



Fundraises in 2020 (£40m) 2023 (£51m)

Operating cash generation



30

30 acquisitions since IPO

PERFORMANCE

Proven acquisition capability

As you can see, the Group operates in major geographic markets with local specialists covering a multitude of technology categories.

2016	2017	2018	2019	2020	2021	2022	2023	2024
Holdan UK	Earpro Spain and Portugal	New Media Germany, Austria and Switzerland	Mobile Pro Switzerland	Starin Marketing USA	NMK Group UAE and Qatar	DVS (Cooper Projects Limited) UK	SF Marketing Inc Canada	The Farm USA
Wired New Zealand	Sound Technology UK	Perfect Sound France	Prase Italy	Vantage Systems Australia	eLink Germany	Nimans UK	Tool Farm 76 Media Promotions USA	DHL UK
	Van Domburg Partners Benelux	Blonde Robot Asia Pacific region	AV Partner Norway		Intro 2020 UK		HHB Pulse Cinemas UK	UK Fire UK
			EES Spain				Video Digital Spain	DCS UK
							prodyTel Germany	

Future development and performance drivers

Strategic focus areas:

Continue to expand technical product capabilities;

Use M&A to slot in technical skill sets into existing businesses (focus on North America, EMEA and APAC);

Selective geographical expansion – primarily through M&A;

Continue to development management and staff skills;

Implement group-wide ERP system;

Look at related new investment opportunities – eg Midwich Ignite.

Performance drivers:

Predictability
- Business diversity balances risk
- Strength in depth of skills
- Portfolio management skills (incl onboarding)
- Long-term relationships
- Risk management competence

Defensibility
- Unequalled brand relationships and portfolio
- Unequalled technical value add skill sets
- Strong cash generation
- Effective and focused capital allocation
- Improved competitive position/market shares
- Strong and efficient systems and processes
- Strong people development

Long-term growth
- Investment in business development
- Infrastructure investment
- M&A programme/pipeline
- People development

Strengths and defensibility

- ✓ Focus on the AV market;
- ✓ Key long-term, value-add relationships with major vendors and customers;
- ✓ High value-add distribution with specialisms and bespoke service offering, acting as a key differentiator;
- ✓ Leading competitive position and established international platform for future growth;
- ✓ Compelling drivers for a market with proven long-term growth;
- ✓ Experienced management team with long-standing industry expertise;
- ✓ Proven buy and build capabilities;
- ✓ Ability to drive strong organic growth;
- ✓ Strong financial track record and delivery of growth strategy through economic cycles;
- ✓ Proven ability to manage cash in a challenging market.

MidwichGroup

Capital allocation

- Adjusted return on capital^ 2024: 12.4%
- Despite significant M&A investment towards the end of the year

Disciplined capital allocation, with a focus on long-term returns

Capital allocation framework to deliver sustainable compounding growth as well as growing returns to shareholders

1. Organic investment in working capital, infrastructure and our teams to develop and grow the core business

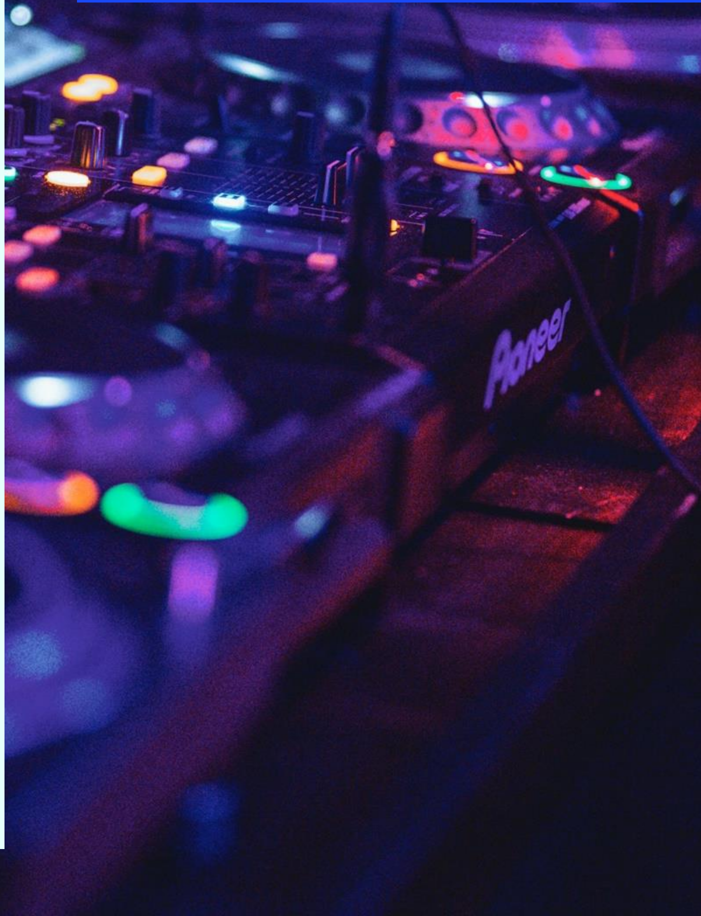
2. Organic investment to in new technologies or brands to support above market growth

3. Acquisitions to add new product capabilities and/or new geographies

4. Progressive dividend policy and/or share buyback to recognise our shareholders' support

Disciplined approach to investment, returns and capital efficiency

^Adjusted return on capital employed is a Midwich Group alternative performance measurement



Group trading summary 2024

	12 months to 31 December 2024 £m	12 months to 31 December 2023 £m	Growth %	Constant currency growth %
Revenue^	1,317.0	1,295.1	1.7%	3.5% (-1.4% organic)
Gross Profit^	234.3	226.1	3.6%	5.5%
Gross profit margin^	17.8%	17.5%		
Adjusted operating profit[1]	48.3 *3.7%*	59.6 *4.6%*	-19%	-17%
Adjusted profit before tax[2]	38.3	50.0	-23%	-22%
Adjusted profit after tax[2]	28.2	38.5	-27%	
Adjusted EPS[2]	26.24p	37.46p	-30%	

^ Restated to recognize carriage income as revenue. This increased the gross margin in 2024 from 17.1% to 17.8% and in 2023 from 16.8% to 17.5%. Other years as reported.

Regional summary

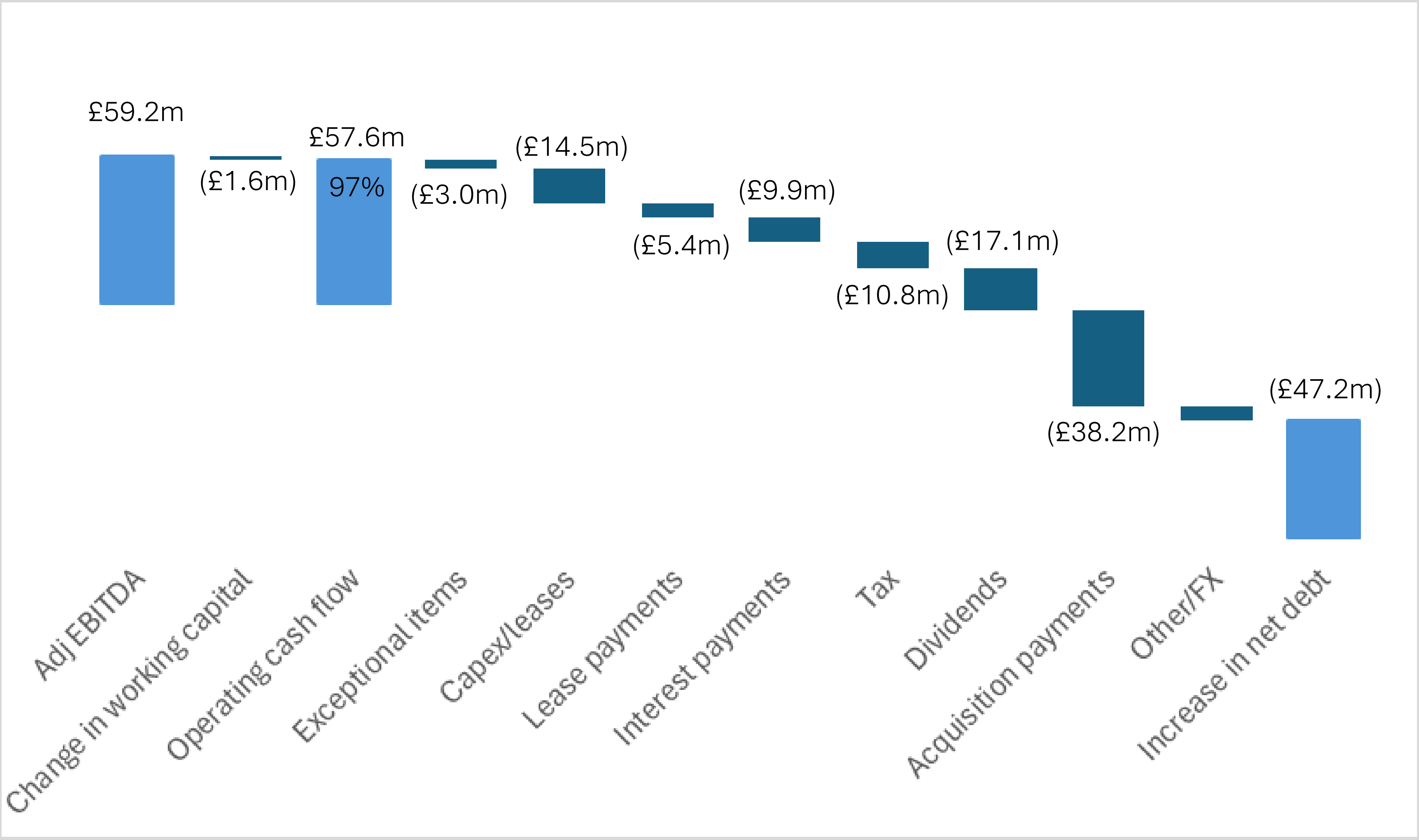
Region	Revenue 2024 £m	Revenue^ 2023 £m	CFX %	Org %	GP %^ 2024	GP %^ 2023	GP % Change
UK&I	476.4	478.3	(0.3%)	(3.1%)	18.0%	18.7%	-0.7ppts
EMEA	569.9	588.1	(0.6%)	(2.7%)	16.8%	16.1%	+0.7ppts
APAC	45.9	48.0	(1.3%)	(1.3%)	16.4%	17.4%	-1.0ppts
North America	224.8	180.7	28.1%	7.0%	20.1%	18.6%	+1.5ppts
Total	**1,317.0**	**1,295.1**	**3.5%**	**(1.4%)**	**17.8%**	**17.5%**	**+0.3ppts**

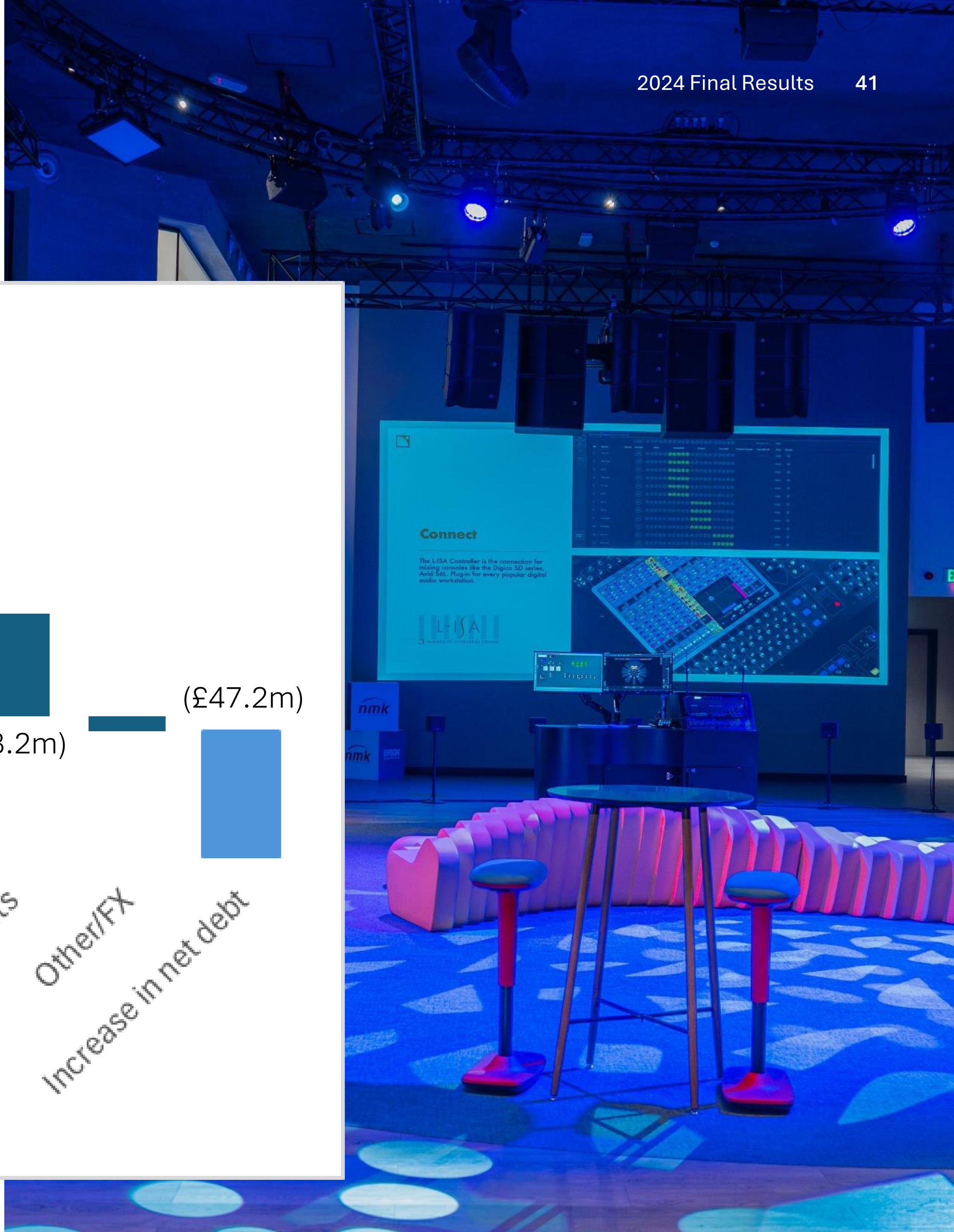
Adjusted operating profit	2024 £m	2023 £m	CFX %
UK&I	19.7	27.1	(27.0%)
EMEA	24.8	28.1	(9.6%)
APAC	(0.8)	(0.3)	(249%)
North America	9.3	9.5	1.8%
Group	(4.7)	(4.8)	
Total	**48.3**	**59.6**	**(17.4%)**
Adjusted operating margin	**3.7%**	**4.6%**	**-0.9ppts**

^ Restated to recognize carriage income as revenue. This increased the gross margin in 2024 from 17.1% to 17.8% and in 2023 from 16.8% to 17.5%. Other years as reported.

MidwichGroup

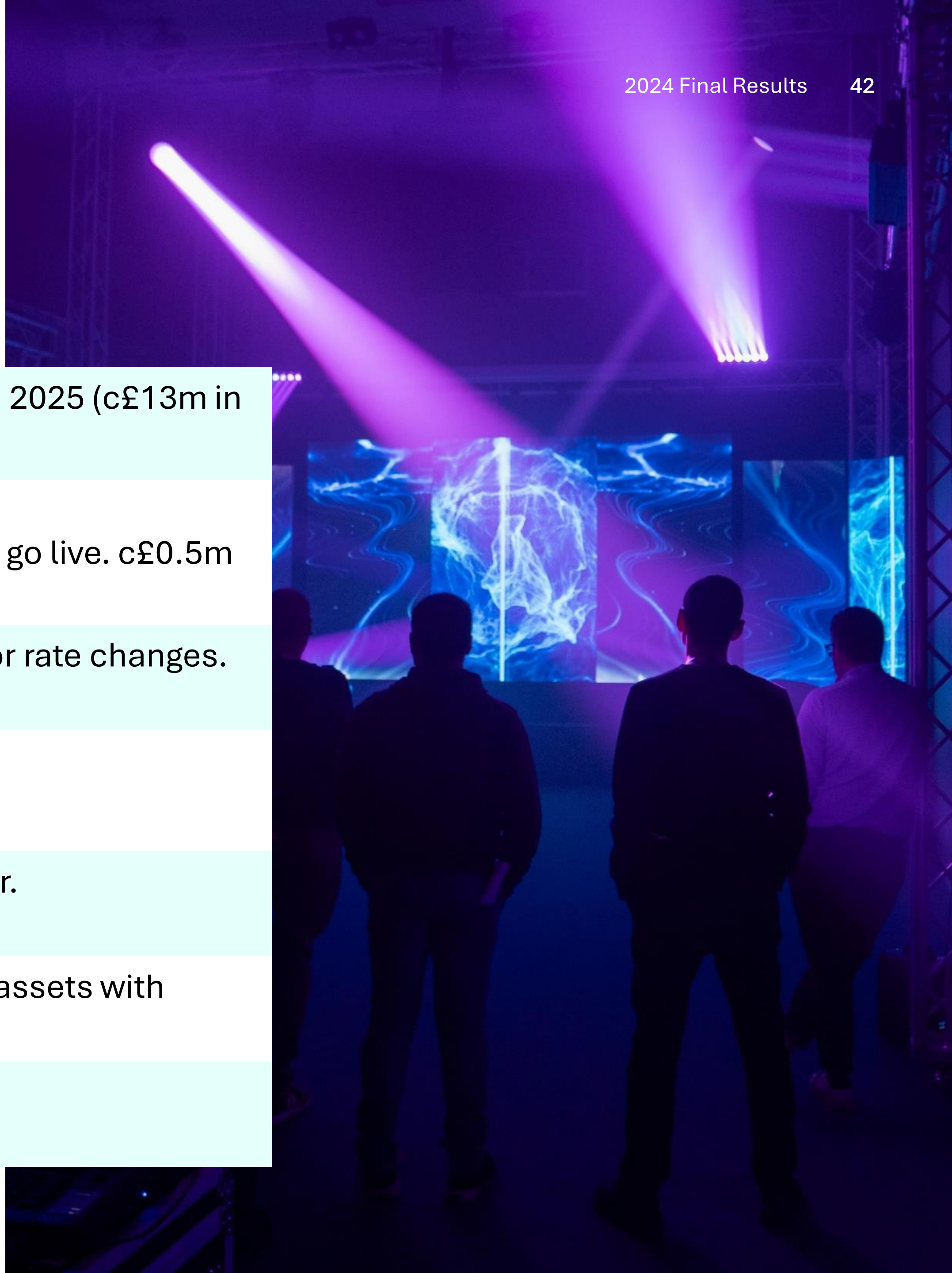
Movement in net debt





Modelling considerations

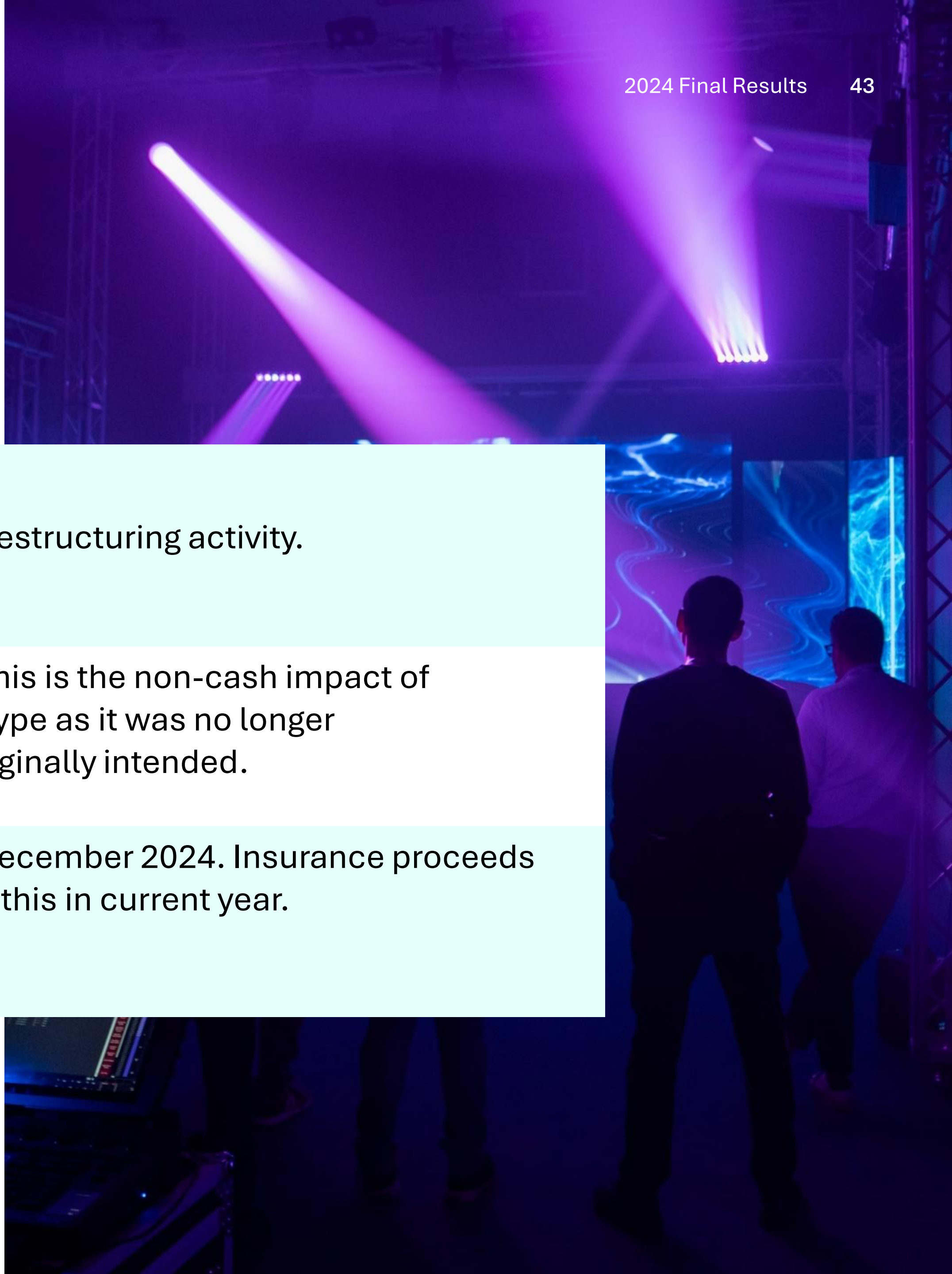
Acquisitions	Payments related to past M&A expected to be £15.5m in 2025 (c£13m in H1 2025 / £2.5m in H2) and c£2m in 2027.
ERP amortisation	ERP programme initial "go live" in 2024. Amortisation of core platform will be phased in as users go live. c£0.5m in 2025 and up to £3m by 2027.
Interest (adjusted)	Expected to be c.£12m in 2025 before any further M&A or rate changes.
Tax	Adjusted tax rate estimated at 26% to 27% from 2025.
FX	Approximately 0.5% headwind estimated for the full year.
Capex	Full year to be c£12m including ERP and UK rental fleet assets with c£10m in 2026.
Dividend policy	Long-term progressive dividend policy.



MidwichGroup

Exceptional items in 2024

	£m	
Restructuring costs	3.0	One-off costs associated with the 2024 restructuring activity.
ERP prototype disposl	4.7	Following the go-live of the ERP in 2024 this is the non-cash impact of decommissioning of the ERP pilot prototype as it was no longer compatible with the main platform as originally intended.
UAE Fire	4.3	Loss of stock due to a fire in the UAE in December 2024. Insurance proceeds expected to be received in 2025 to offset this in current year.
	12.0	



Reconciliation to statutory profits

£m	2024	2023
Statutory operating profit	**24.1**	**41.6**
Acquisition related expenses	1.1	1.5
Exceptional costs (Restructuring costs £3.0m, ERP prototype disposal £4.7m and UAE fire impact £4.3m)	12.0	-
Share based payments and employer taxes	(1.3)	5.4
Amortisation of acquired intangibles	12.4	11.1
Adjusted operating profit	**48.3**	**59.6**

Statutory profit after tax	**17.0**	**28.9**
Operating profit adjustments (above)	24.2	18.0
Derivative movements and FX gains/losses on borrowing for acquisitions	(1.2)	0.7
Change in carrying value of deferred consideration/Put & call options	(5.9)	(5.2)
Gain on remeasurement of previously held equity interest	(1.2)	-
Tax impact of adjustments	(4.7)	(3.9)
Adjusted profit after tax	**28.2**	**38.5**

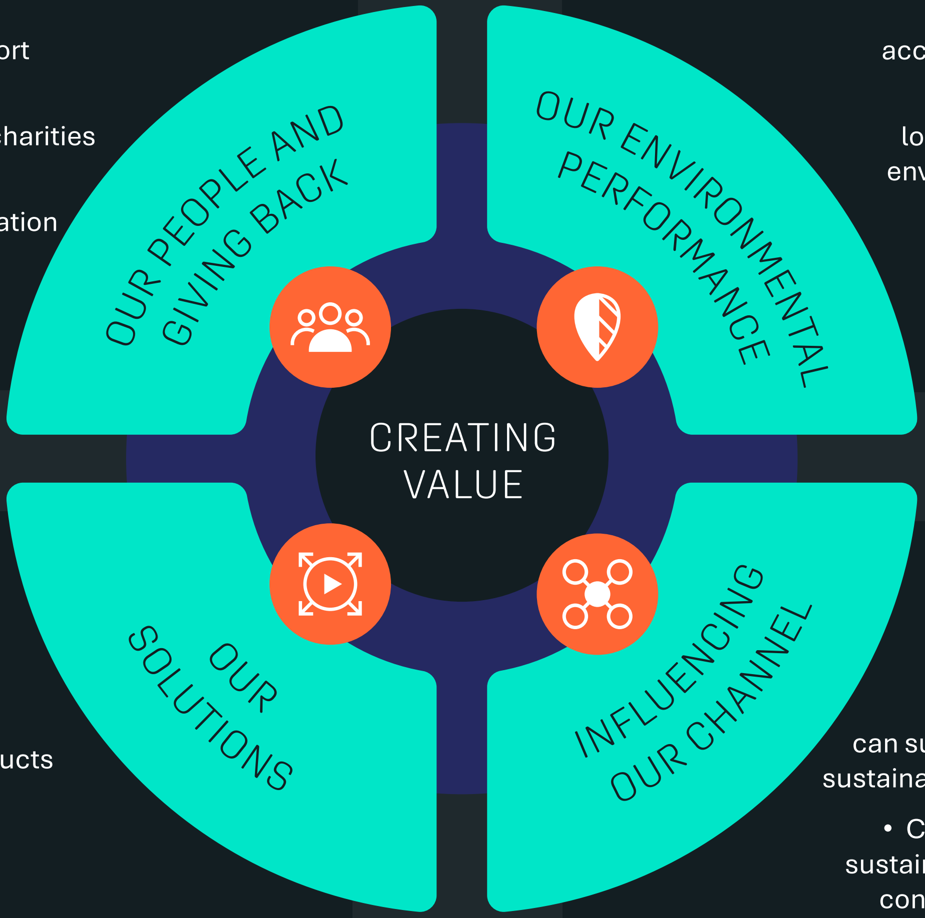
MidwichGroup

Sustainability strategy

Further progress

We continue to make progress against our sustainability strategic objectives with the Board Sustainability committee now in place for the Group. Actions underway include:

- Further embedding sustainability into our community programmes.
- TCFD aligned reporting is now in place and full reporting of Scope 3 from 2024.
- Focusing on carbon reduction activities in the UK and EMEA.
- Piloting sustainable solutions.
- Carbon targets: "Controllable emissions" net zero by 2035, with wider net zero by 2050.



Commitments

- Shifting a material percentage of our purchased electricity to renewable energy
- Developing green transport policies groupwide
- Support our nominated charities
- Commitment to local community and conservation projects

Commitments

- An end date for the use of gas and oil in all of our facilities by 2029
- Adoption of third-party accreditation in key markets
- Continue to support local regulations and other environmental programmes in other geographies
- Net zero targets

Commitments

- Focus on full Scope 3 emissions from 2024
- Pilot of re-use of AV products underway
- Continue to improve our working environment
- Addition of energy management solutions to our product portfolio

Commitments

- Continuing to work with our top brands on how we can support them in taking their sustainability messages to market
- Continuing to champion AV sustainability through dedicated content featured in our digital channels across the businesses
- Assessing the carbon reduction plans for our biggest vendors

Group Management Team

Stephen Fenby
Managing Director

Stephen Lamb
Finance Director

Tom Sumner
Chief Strategy Officer

Mark Lowe
Chief Commercial Officer

Mathieu Payet
Managing Director
EMEA

Stuart Mizon
Group Commercial Director

Joe Thompson
Corporate Strategy Director

Phil Bligh
Chief Finance Officer
UK&I

Alex Kemanes
Regional Director
Middle East

Midwich Group

Midwich Group
Vinces Road
Diss, Norfolk
IP22 4YT

+44 (0)20 5555 9999
info@midwichgroup.com

midwichgroupplc.com