

CAPITAL MARKETS EVENT

Delivering Growth

5th October 2022

**DELIVERING EXPERIENCES
BEYOND EXPECTATIONS**

**Midwich
Group Plc**

Technology on display inside our UK Experience Centre at Innovation House.

AGENDA

Oct 2022

- INTRODUCTION
- TEAM PRESENTATIONS
- Q&A
- TOURS

Midwich
Group Plc

Presenters



Stephen Fenby
Managing Director
Midwich



Tom Sumner
Managing Director -
EMEA
Midwich



Bobby Swartz
CEO
Starin



Alex Kemanes
Managing Director
NMK



Mark Lowe
Managing Director -
UK & Ireland
Midwich

MIDWICH GROUP

Oct 2022









AGENDA

- GROWING OUR ADDRESSABLE MARKET
- ADDING VALUE TO GROUP COMPANIES



Tom Sumner
Managing Director
- EMEA

GROWING OUR ADDRESSABLE MARKET

Midwich Group Plc - TECHNOLOGY COVERAGE		Display	Projection	Technical	LED	Audio	UC	Broadcast	Lighting
									
Existing Group Territories	UK & Ireland	Strong offering	Strong offering	Strong offering	Strong offering	Strong offering	Strong offering	Strong offering	Modest offering
	Germany	Strong offering	Strong offering	Strong offering	Strong offering	Modest offering	Strong offering	Strong offering	No offering
	Austria	Strong offering	Strong offering	Strong offering	Strong offering	Modest offering	Strong offering	Strong offering	No offering
	France	Strong offering	Strong offering	Strong offering	Strong offering	Modest offering	Strong offering	Strong offering	No offering
	Iberia	Modest offering	Modest offering	Modest offering	Strong offering	Strong offering	Strong offering	Modest offering	Strong offering
	Italy	Modest offering	Modest offering	Modest offering	Strong offering	Strong offering	No offering	No offering	No offering
	Norway	Modest offering	Strong offering	Strong offering	Modest offering	No offering	No offering	No offering	No offering
	Switzerland	Strong offering	Strong offering	Strong offering	Modest offering	No offering	Strong offering	Modest offering	No offering
	Benelux	Strong offering	Strong offering	Strong offering	Strong offering	No offering	Strong offering	Modest offering	Modest offering
	Middle East	Modest offering	Modest offering	No offering	No offering	Strong offering	Strong offering	No offering	Modest offering
	USA	Modest offering	Modest offering	Modest offering	No offering	Modest offering	Strong offering	Modest offering	No offering
APAC	Strong offering	Strong offering	Strong offering	No offering	No offering	Strong offering	Strong offering	No offering	
Target Group Opportunities	Rest of North America	No offering	No offering	No offering	No offering	No offering	No offering	No offering	No offering
	Rest of S.E. Asia	No offering	No offering	No offering	No offering	No offering	No offering	No offering	No offering
	Rest of Nordics	No offering	No offering	No offering	No offering	No offering	No offering	No offering	No offering
	Eastern Europe	No offering	No offering	No offering	No offering	No offering	No offering	No offering	No offering
Strong offering		Strong offering							
Modest offering		Modest offering							
No offering		No offering							
No presence		No presence							

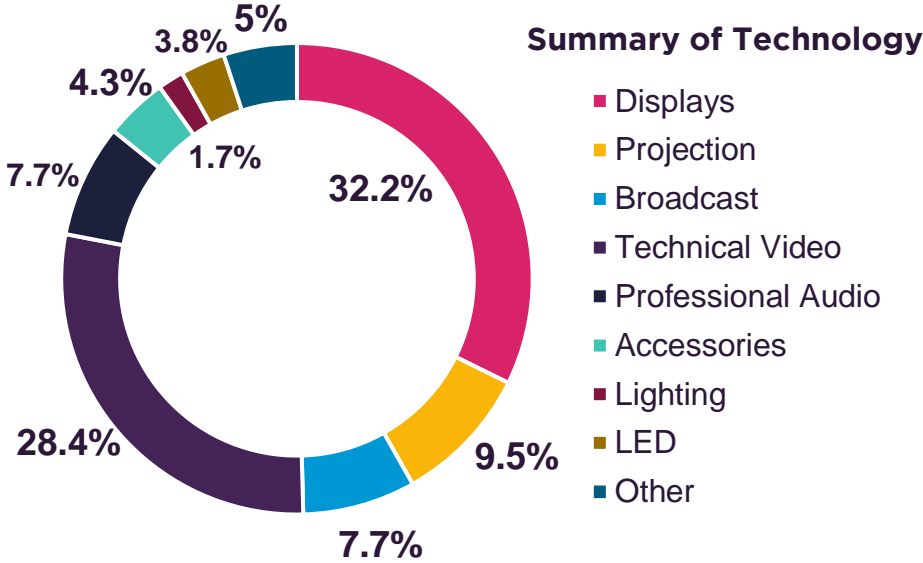
Territories represent around 55% of the global market*

* Management view based on Avixa market data.

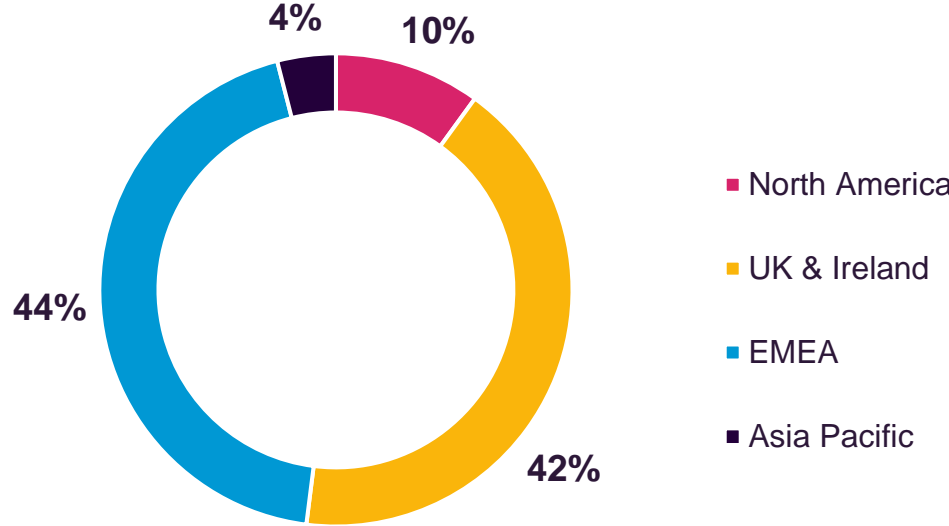
Note this does not denote market share, but the strength of our product offering.

INCREASING OUR MARKET ACCESS

Group Revenue by Product Type - H1 2022



H1 Revenue by Region - H1 2022



POTENTIAL CREATED

Global AV market size due to grow by 6.7% CAGR through to 2027 according to industry body AVIXA

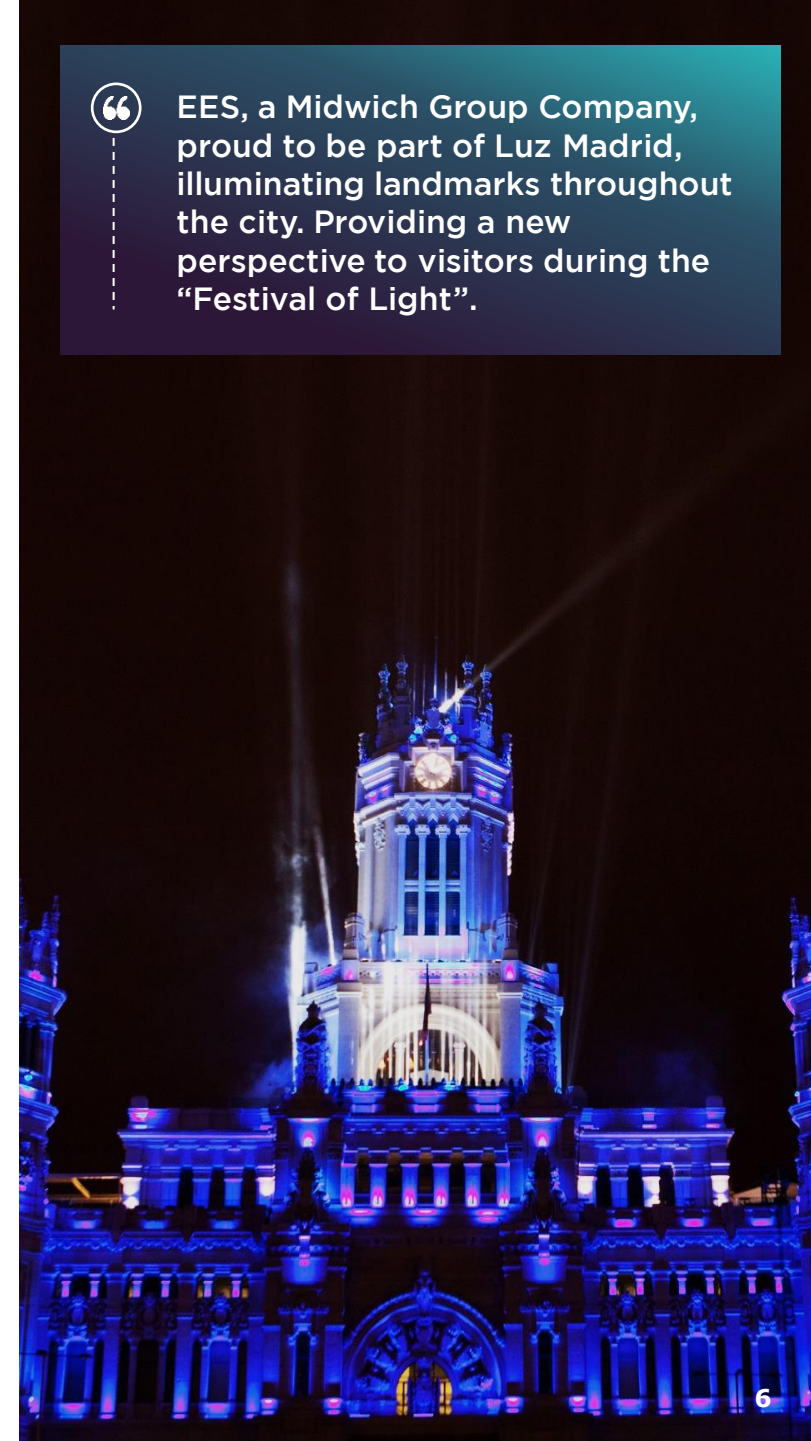
£ m	2021	2027
Global AV market size	172,840	292,500
TAM (15% of global est.)	25,926	43,875
Midwich share of TAM	3.30%	3.30%
Midwich revenue	856	1449

Theoretical revenue based on AVIXA market growth forecast and maintaining our market share

Impact of increasing share of TAM

	5%	7%	10%
	2,194	3,071	4,388

“EES, a Midwich Group Company, proud to be part of Luz Madrid, illuminating landmarks throughout the city. Providing a new perspective to visitors during the “Festival of Light”.



ADDING VALUE TO GROUP COMPANIES

Enabling local companies to grow



Central Support

- Specialist departmental/functional knowledge
- Industry expertise and relationships
- Vendor and customer



Local Expertise / A Peer Group Approach

- Departmental knowledge transfer
- Market knowledge
- Vendor and customer relationships



Vendor Access

- Significant vendor access for new and existing businesses
- Group reputation the key factor



Digital Infrastructure

- Focus area for enhancement
- Efficiency and commercial opportunities
- Increased upside as we scale

ADDING VALUE TO GROUP COMPANIES

Central Support Facilitating international business

- Support for international customers / projects led by our Head of Global Accounts Kevin O'Dowd
 - Works to build relationships at head office level with our global integrators
 - Facilitates multi-territory project opportunities through the Group
- Supporting customers post Brexit – van Domburg (Netherlands)

STARIN – North America

Oct 2022

AGENDA

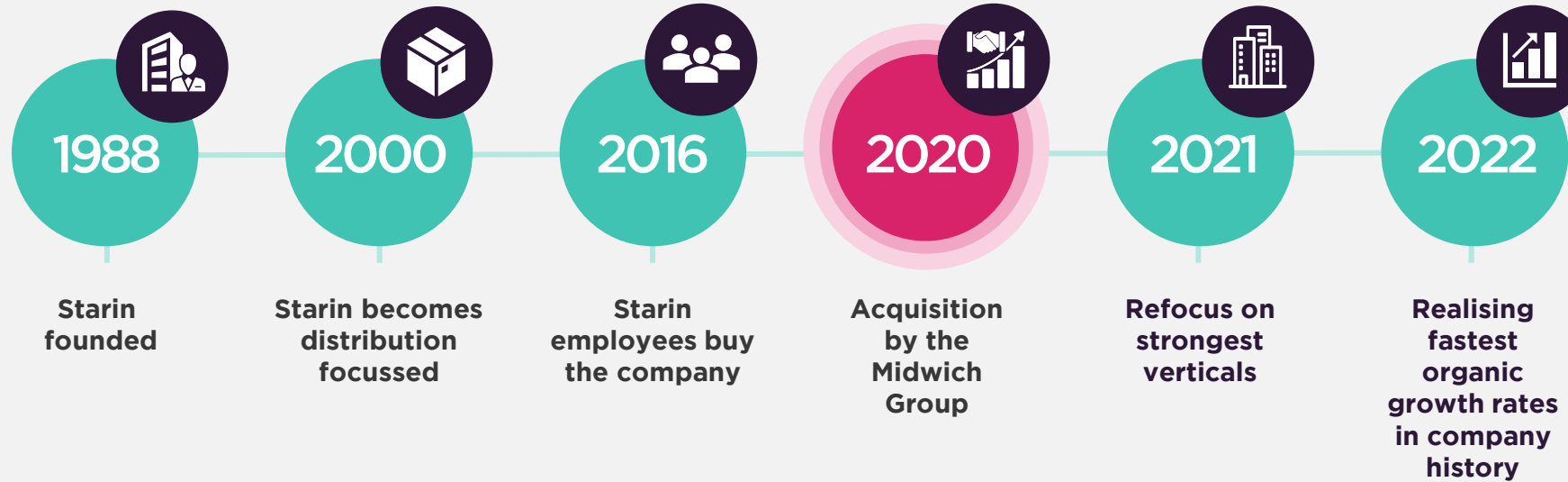
- STARIN OVERVIEW
- US MARKET FOCUS
- INTEGRATION TO THE GROUP



Bobby Swartz
CEO – Starin



KEY MILESTONES



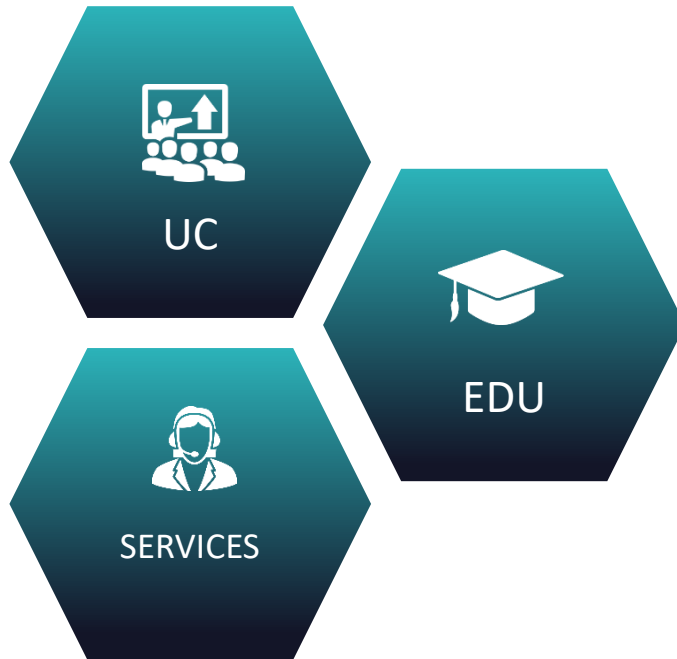
85+
STAFF MEMBERS

People Focused



WHAT DO WE DO?

HIGH SPECIALISED AV DISTRIBUTOR



Globally Leading Portfolio

neat. logitech DTEN

SMART BARCO SHURE

LG Business Solutions poly Yealink

CRESTRON YAMAHA Make Waves Lenovo

BOSCH Jabra GN AVer

ADVANCED NETWORK DEVICES CLASSVR Virtual Reality for Schools

US MARKET AND OPPORTUNITY



US AV market
\$69.6 billion USD



Organic growth
potential



Realised H1 2022
growth 82%



Global market share
via specialisation
and partnership
(Zoom/Microsoft)



Fastest growing sub
markets 36% (UC)

SINCE JOINING THE GROUP

Intelligent Support

2020

- Covid and adaptation

2021

- Refocus of priorities
- Building for scale
- “Care more. Be better.”

2022

- Growth and scale
- Employee
- Vendors
- Market perception
- Resilience



Starin has received the Commercial Integrator readers award for Best shipping and logistics services.

INVESTMENT IN PEOPLE AND SCALE

An agile company structure

- Business model now built for scale

Specialty services that differentiate

- Justifies margin growth

Technical experience and certification

Continued talent expansion

A stronger company on every benchmark

“

Starin's fresh, vibrant perspectives have begun to shake out the cobwebs of our industry. And, in so doing, they've paved the way for an exciting, profitable future.

- Dan Ferrisi, Commercial Integrator



NMK – Middle East

Oct 2022

AGENDA

- WHO WE ARE
- KEY MILESTONES
- INTEGRATION TO THE GROUP



Alex Kemanes
Managing Director



WHO WE ARE



Systems

- System Integrators
- Fixed Install



Pro

- Broadcast
- Rental | Event
- Music Production



Retail

- Listening
- Portable Systems



The most trusted and customer centric AV distributor in the MEA region.

Midwich
Group Plc



Dino Drimakis
Commercial Director



Alex Kemanes
Managing Director



5

Locations



70

STAFF MEMBERS



34

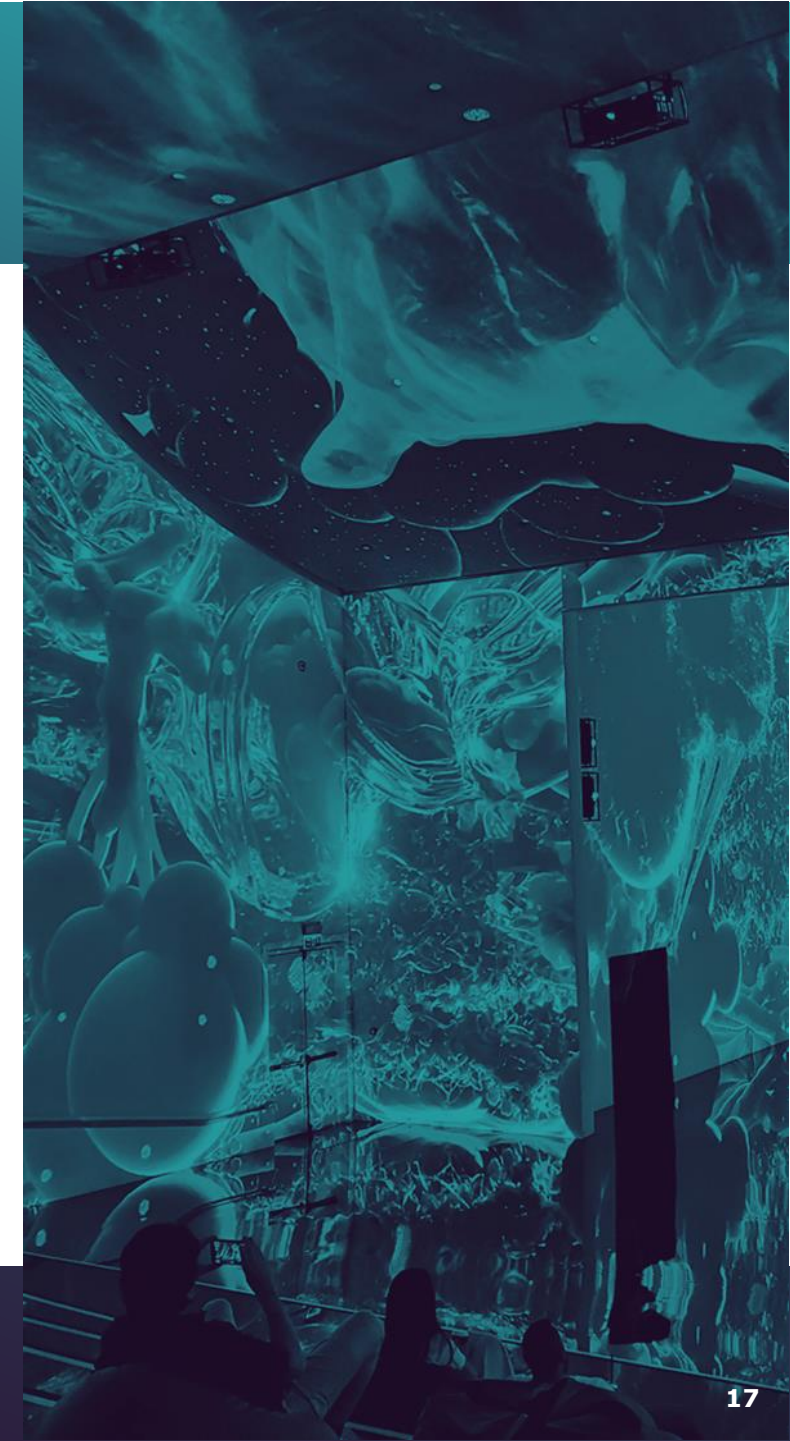
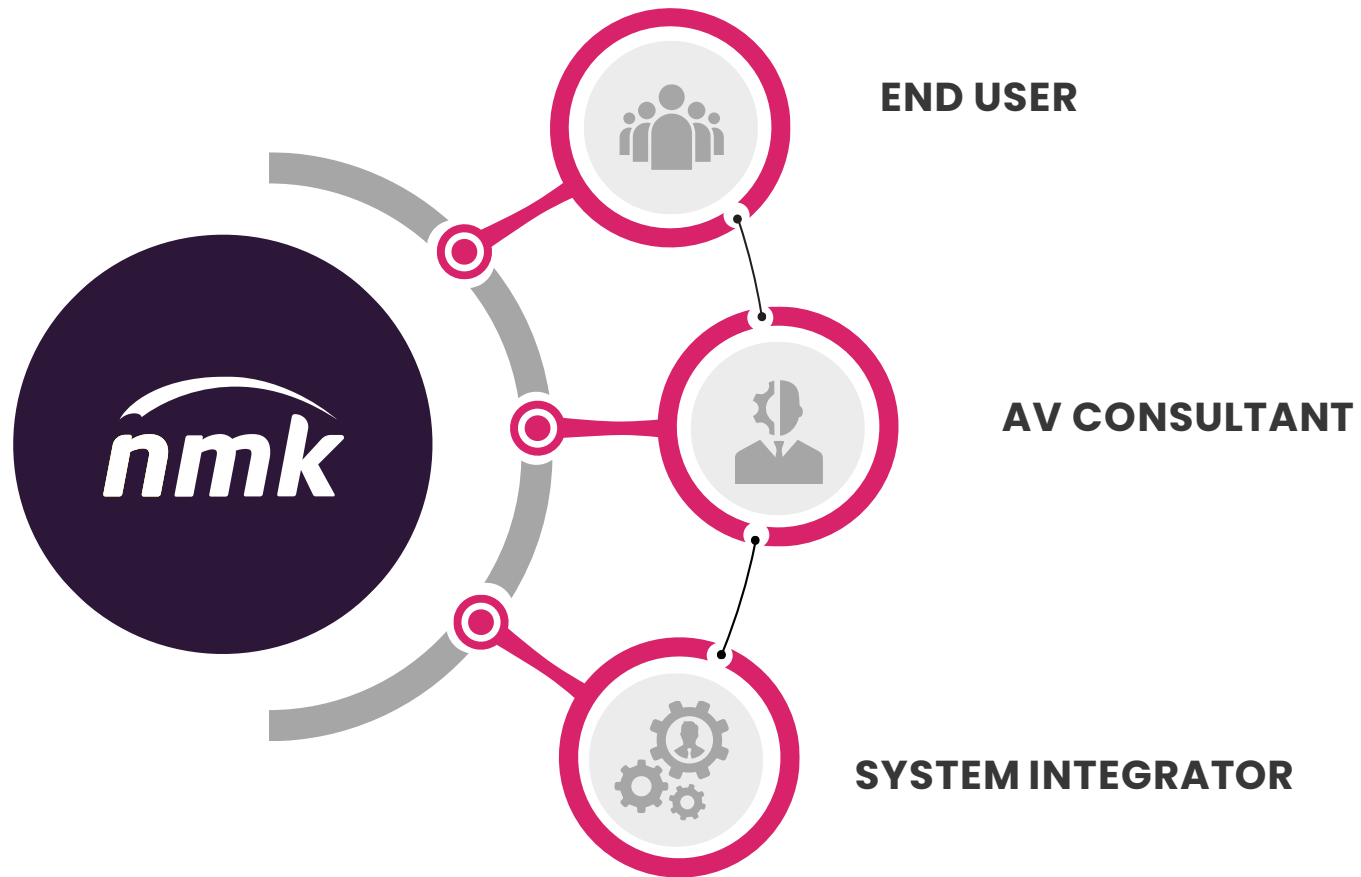
VENDORS



6

Geographic Reach

VALUE ADD DISTRIBUTION

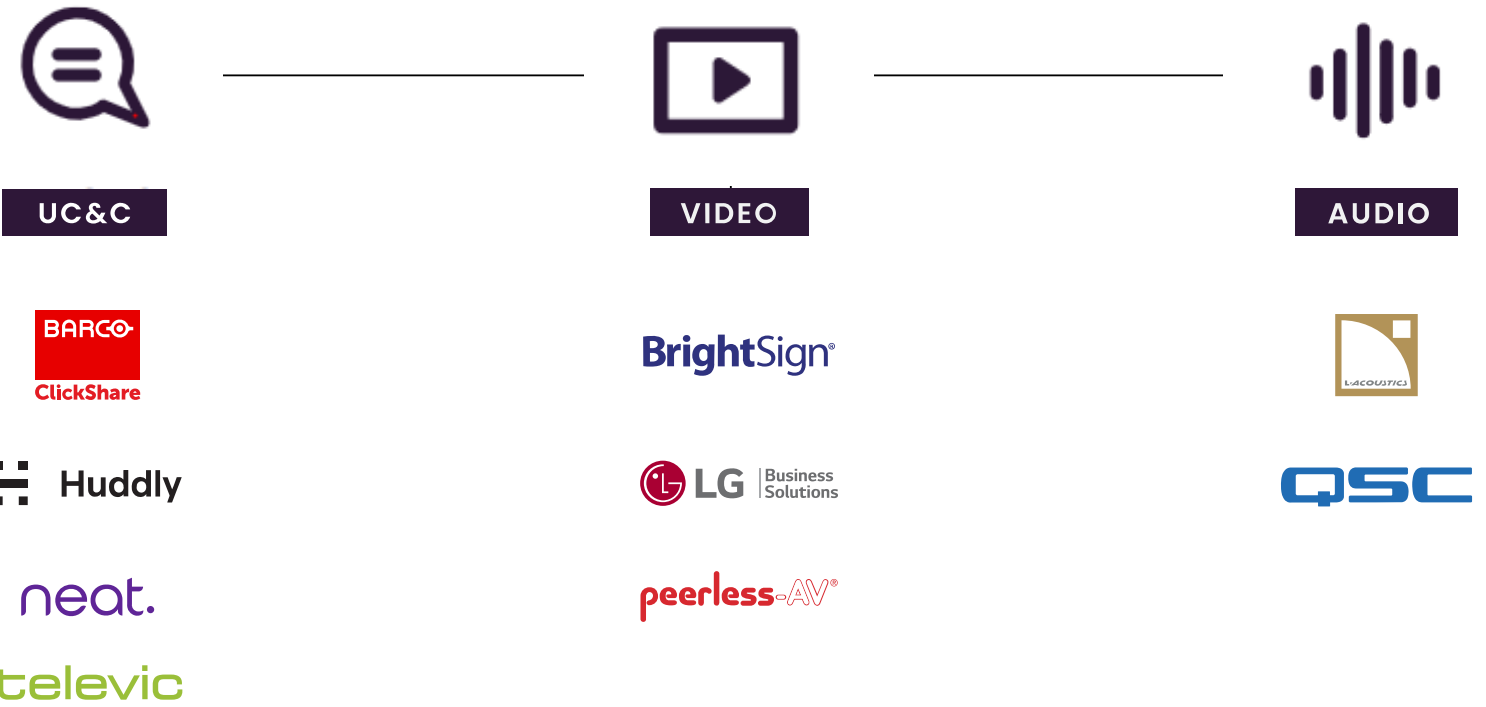


KEY MILESTONES



SINCE ACQUISITION

VENDOR PORTFOLIO EXPANSION



Experience Centre

“

21,500 sq ft multi-purpose experience centre with live demonstrations throughout the facility. 950+ visits to date.





AGAINST CHOCOLATE FIRMS IN 2021
SECRETARY OF STATE CALLS FOR INDEPENDENT AND CREDIBLE

“ Immersive room in collaboration with Igloo & Epson.

Education



1300 AV professionals
trained throughout 2022.



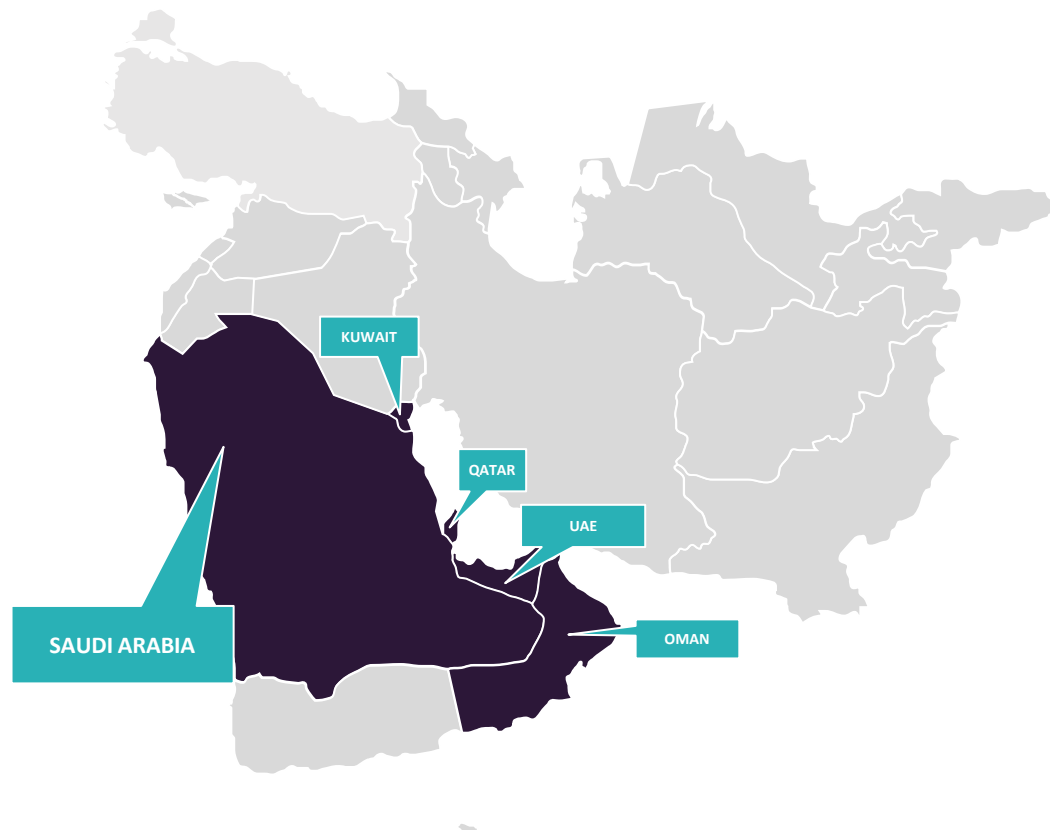
“

The best place for people who share a passion for audio and visual equipment. Many of my fellow AV professionals attend regular trainings hosted by NMK across GCC due to the variety of topics covered & impressive profile of trainers. I personally had the privilege of receiving several trainings and I feel it is without question, a place of immense knowledge.
- Karamjit Singh - AVI SPL, Dubai

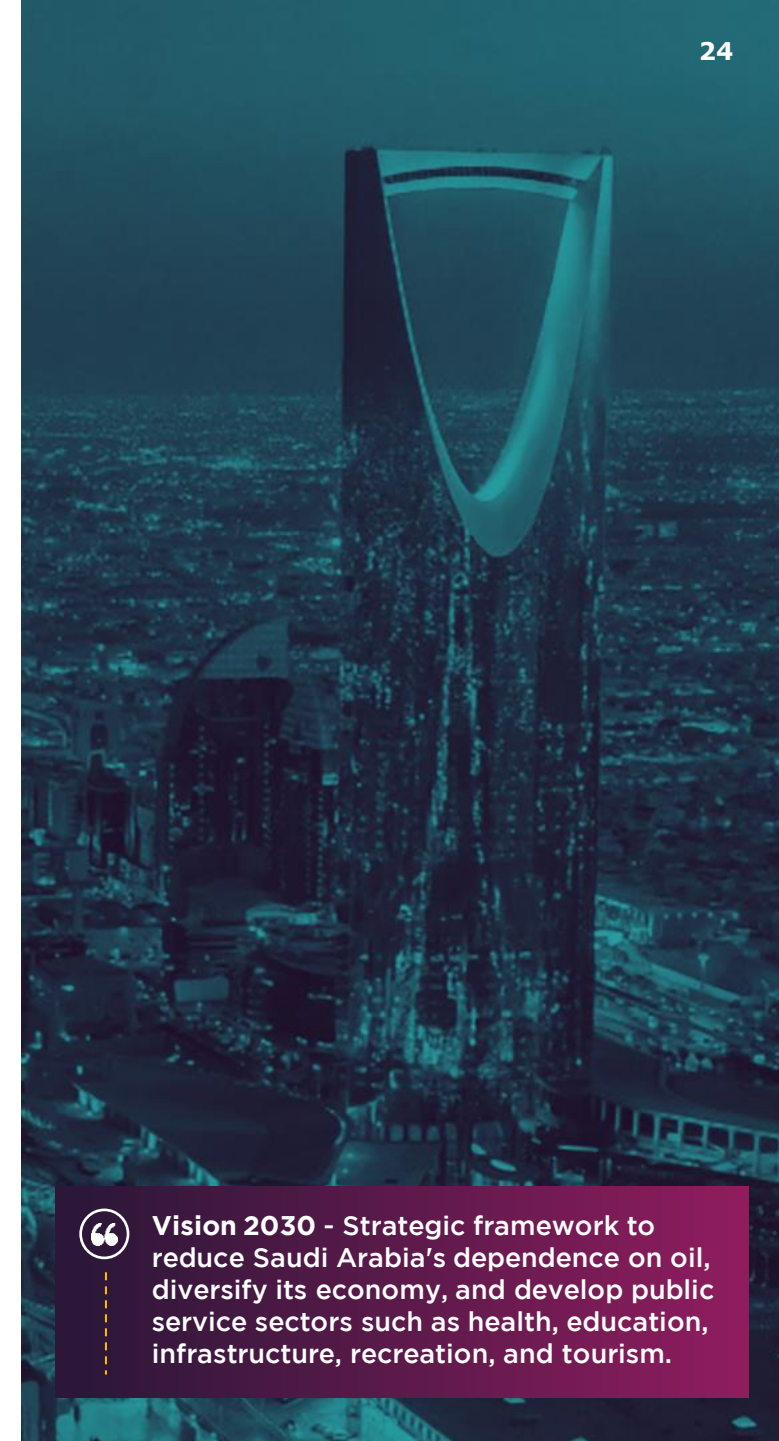
WHAT'S NEXT

Regional Development

- Greater regional focus within GCC post covid
- Countries looking to shift away from oil dependency
- Large investments into entertainment, education, hospitality, technology and tourism



Vision 2030 - Strategic framework to reduce Saudi Arabia's dependence on oil, diversify its economy, and develop public service sectors such as health, education, infrastructure, recreation, and tourism.



UK & IRELAND UPDATE

Oct 2022

AGENDA

- THE JOURNEY
- OUR PERFORMANCE
- ADDING VALUE
- THE FUTURE

Technology on display inside our UK Experience Centre at Innovation House.



Mark Lowe
Managing Director,
UK & Ireland

Midwich
Group Plc

UK & IRELAND

UK

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<p>2 3</p> 	<p>3 4</p> 	<p>3 7</p> 
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Ireland

9



£239m
H1 22

750
STAFF MEMBERS



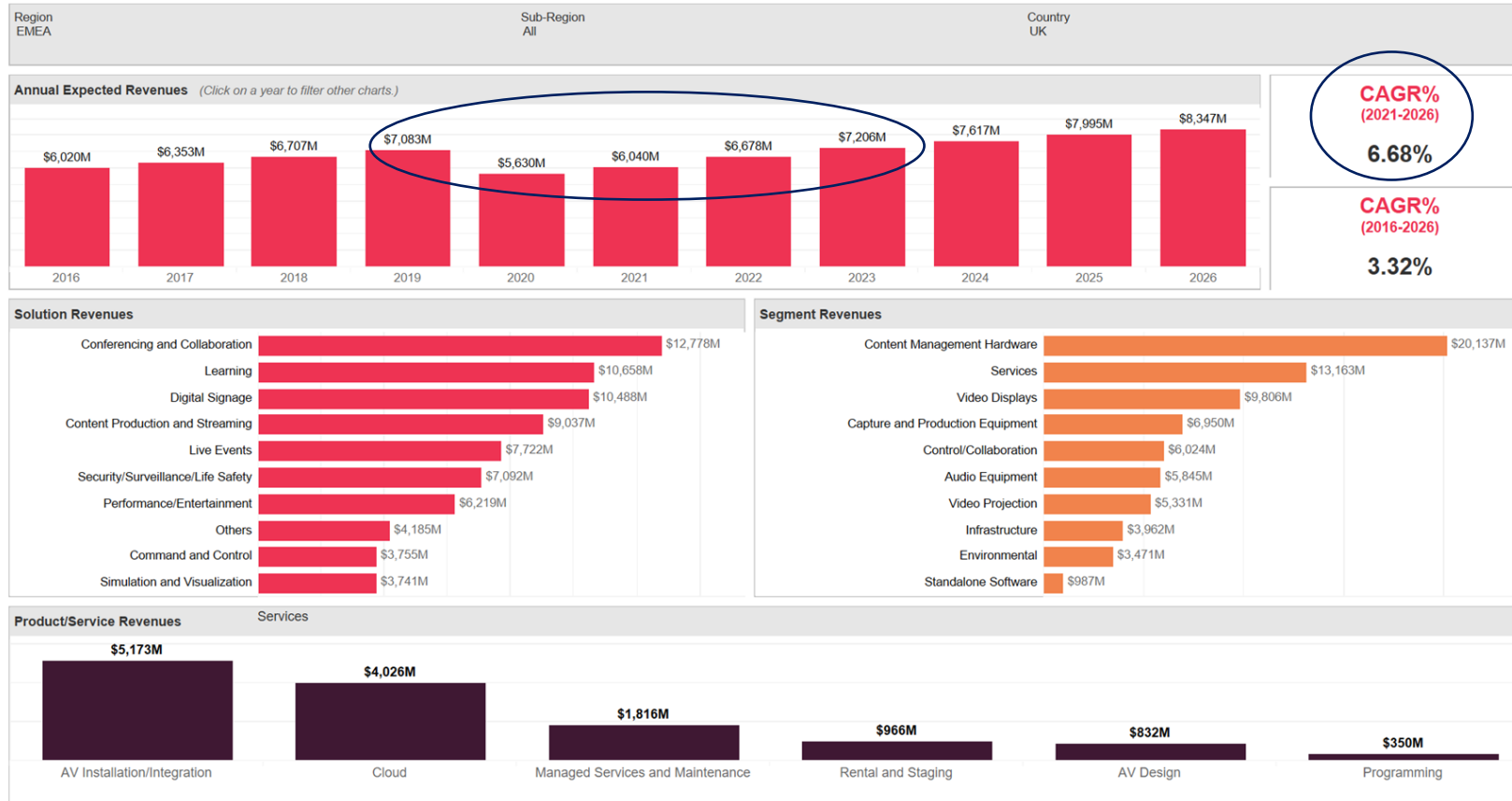
Offices in
UK & Ireland



 UK Experience Centre
INNOVATION HOUSE

MARKET RECOVERY

Geographic Results Profile



LONG-TERM

6.68%
CAGR



RAPID RECOVERY

VS H1 19:

Revenue +53%

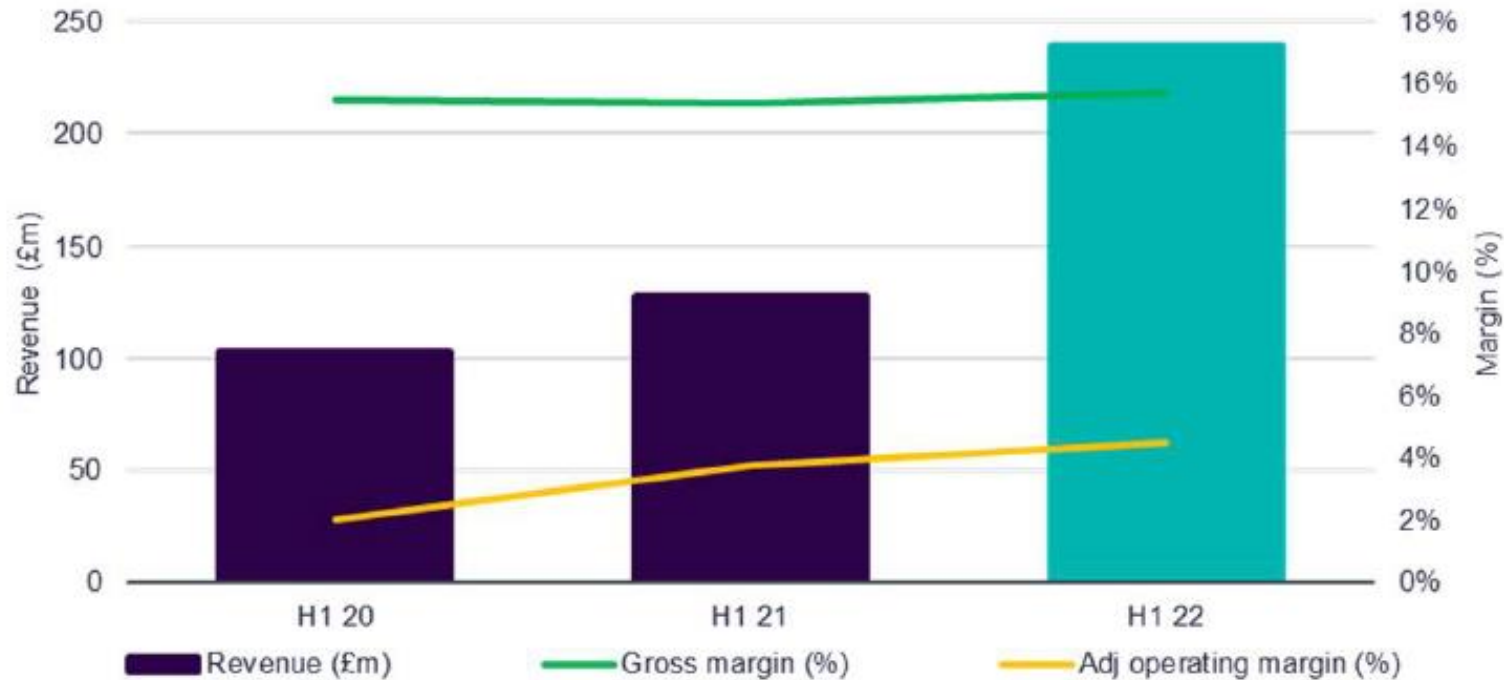
Organic +8%

YOY:

Revenue +86%

Organic +30.6%

Operating profit +119%



PASSION EXPERTISE INTEGRITY



“

I have been in distribution myself for 27 years almost and I have to say I wish I had had the people Midwich have today.

- Wayne Mason, Neat

PASSION, EXPERTISE, INTEGRITY

2000+

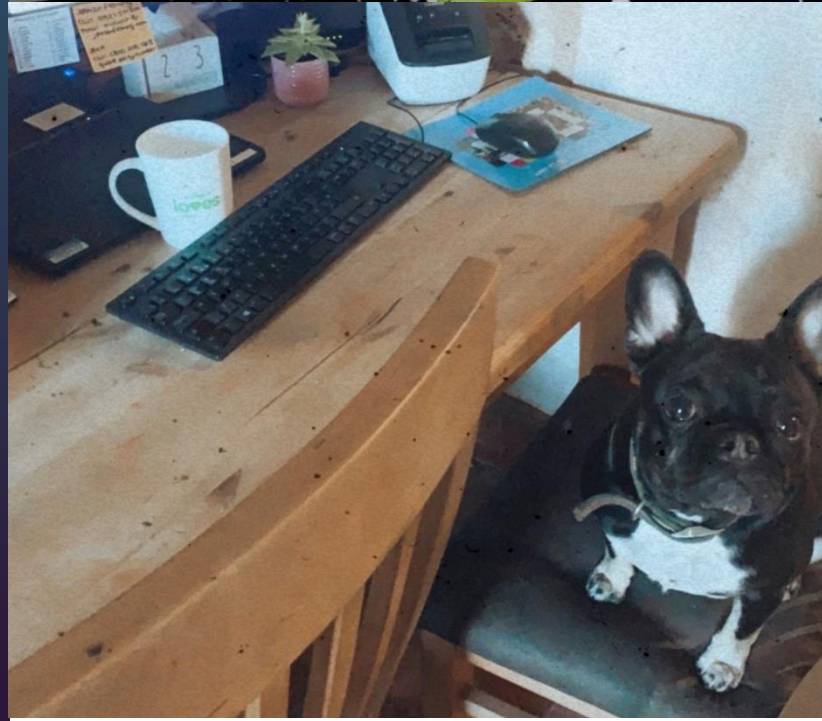
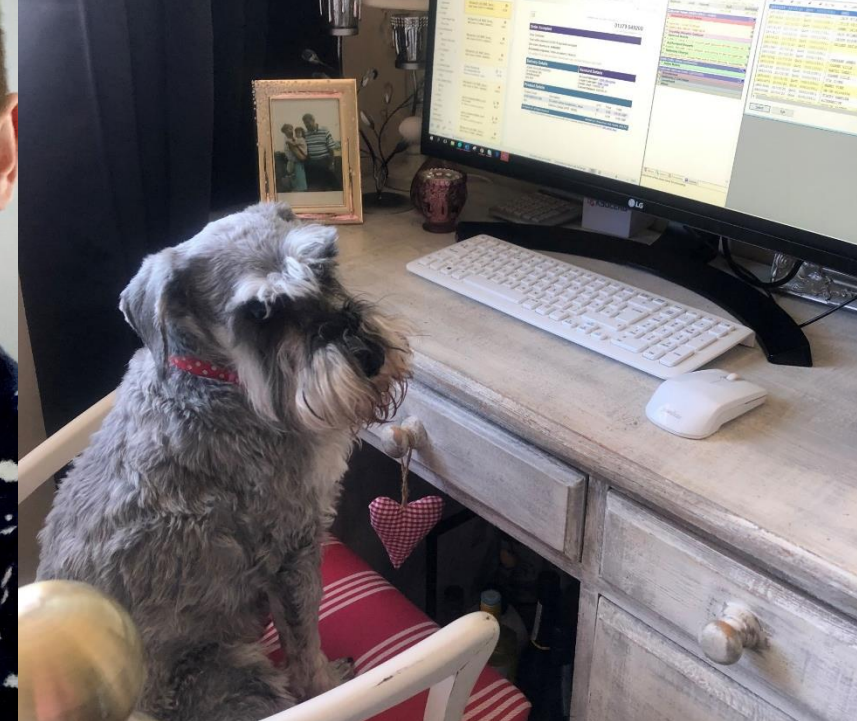
Customer meetings

59% of H1

Meetings via video

Interactions

Up 30%



14%
£24M FROM NEW VENDORS



Globally Leading UC Portfolio

zeevee
Intelligent AV Distribution

Promethean

UBIQUITI
NETWORKS

Huddly

SHURE

Jabra GN

MXI

neat.

poly

AVer

DTEN

biamp.

ClickShare

NETGEAR
BUSINESS

BOSE

midwich

Innovation House



Innovation House H1 2022

- 47,500 sq ft
- 1,598 visitors
- 214 people trained
- 15 events
- +£500k, AV equipment



nimans
a Midwich Group company

**Unified
Comms**

218
People

£51m
H1 22

dvsTM
DELIVERING VISION

**Security
& CCTV**

95 People

£20m
H1 22

THE GIFT OF GIVING BACK

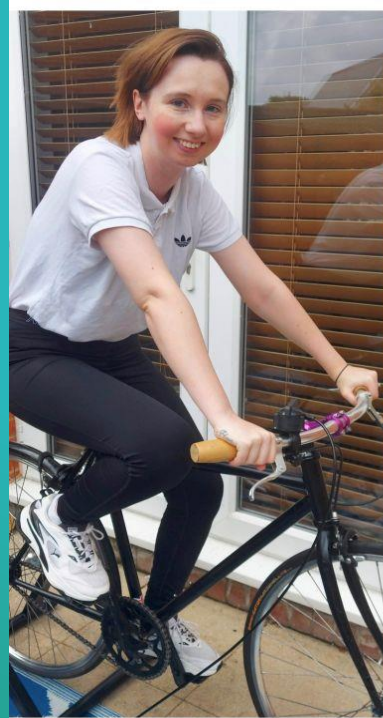


Inavation Awards BUSINESS WINNER 2021

Midwich 
Because we care

CRN
SALES AND MARKETING
AWARDS 2021

Midwich
Group Plc



SUMMARY

- Proactive & adaptable
- Adding value
- Enabling growth
- Ahead of the market

OUTLOOK

“

Honest, open, reflective, determined....
extremely customer focused with a passion to
deliver the best for their customers. I'm not
sure there is a better partner in the UK.
– Stephen Patterson, Biamp



- Margin recovery
- New vendors
- Government & education
- Unified communications



- Consumer
- Retail
- Leisure

UK Experience Centre,
Innovation House, Bracknell.

THANK YOU