

The Laminex Group

TLG Investor Presentation

Sept 2011

Australia's Leading decorative surfaces business

- **TLG is a decorative products business with a balanced portfolio**
- **TLG has strong competitive positions in key markets**
- **Growing market share**
- **Taking action to support results in softer market conditions**
- **Leading people focussed on results**

TLG has distinct competitive advantages

1

NETWORK AND REACH

- TLG has the largest footprint in both Australia and NZ
- The network provides a high service level with the largest decorative surface sales force

2

PRODUCT RANGE AND BRANDS

- TLG has the widest range of the most fashionable decorative surface products
- The most recognisable range of decorative product brands

3

VERTICAL INTEGRATION

- TLG is vertically integrated (HPL, LPL, MDF, PB, Componentry); including shares in sawmills and resin plants

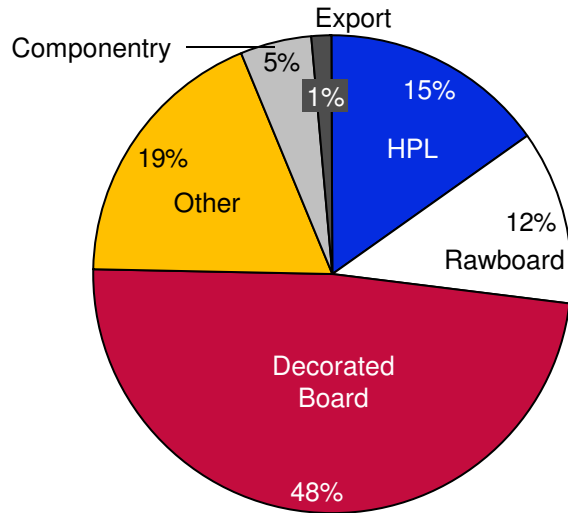
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DECENTRALISED BUSINESS MODEL

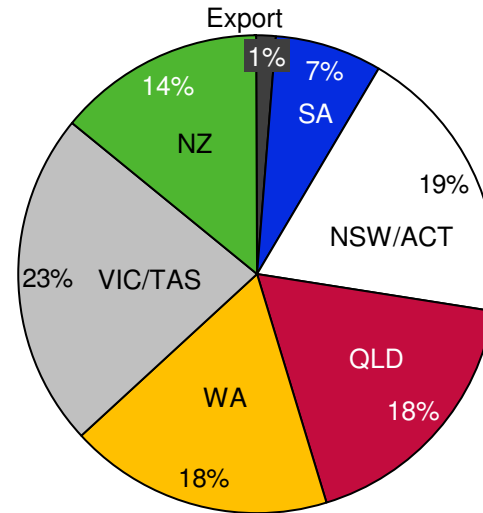
- Decentralised and responsive business model with decisions made at customer level - majority small business customers
- Strong and performing sales force
- Supported by focused head office functions marketing/HR/Finance

TLG has a diverse business that generates revenue from decorative surfaces to the building market

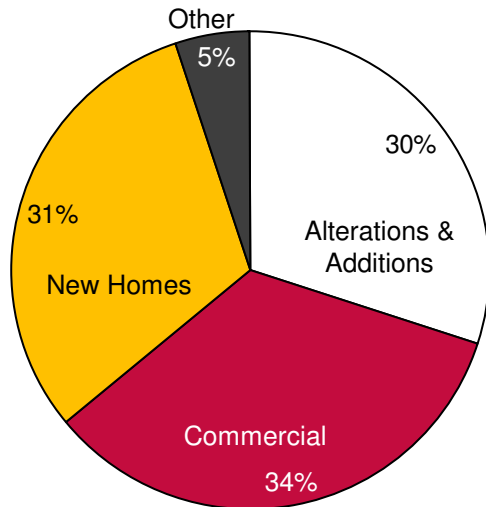
Revenue by product 2010/11



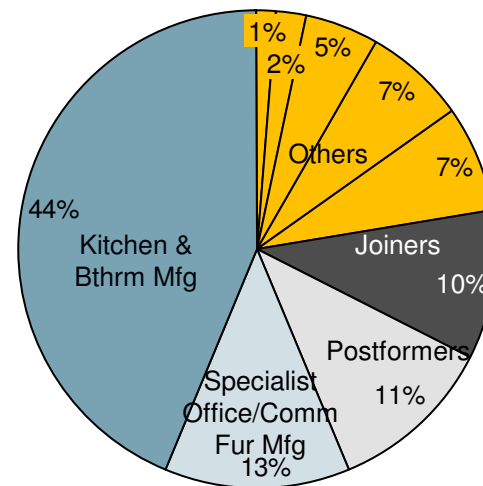
Revenue by Major Region 2010/11



Revenue by Segment 2010/11

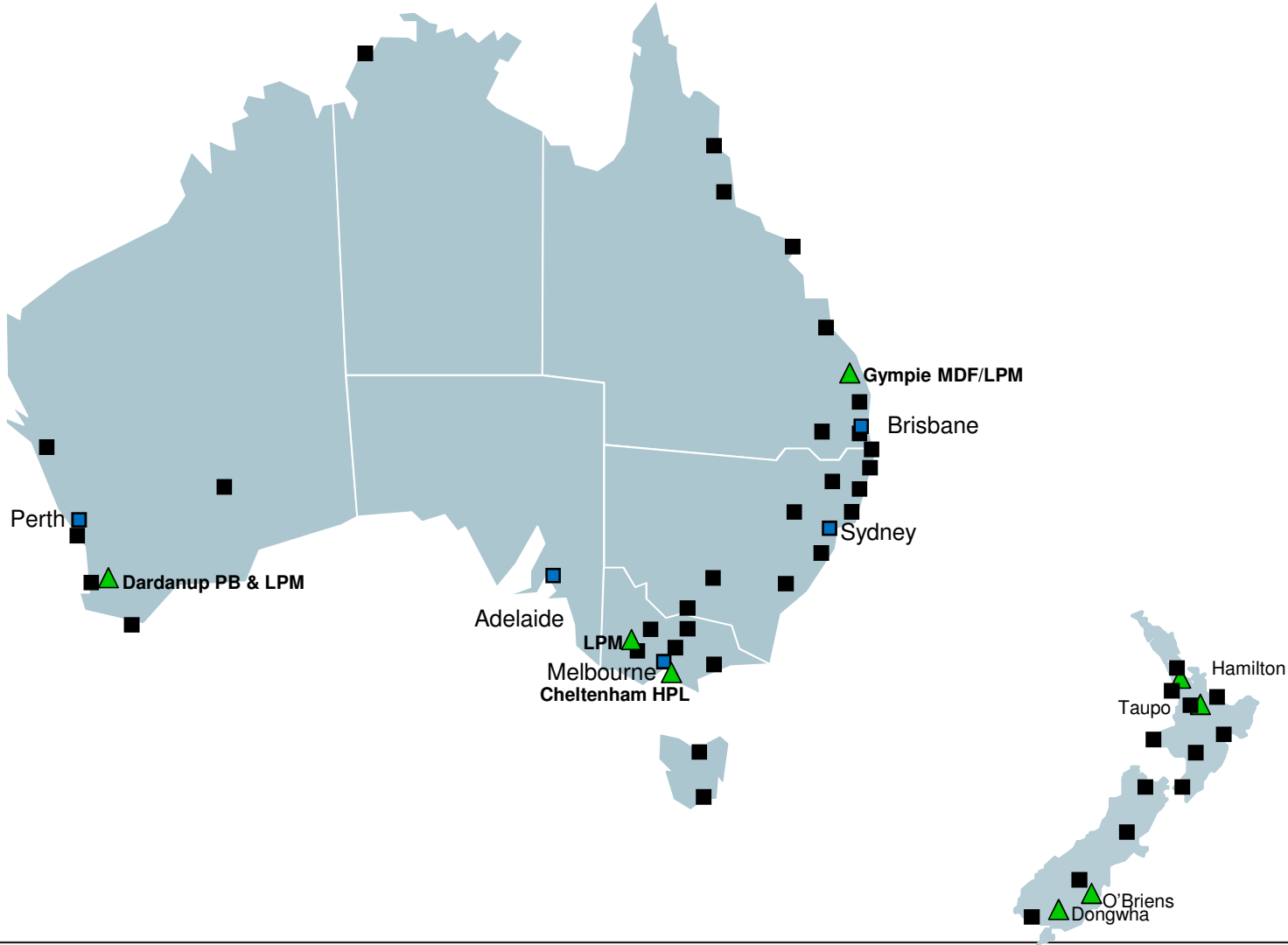


Revenue by customer 2010/11



Source: Management Estimate

TLG's manufactured products access the market through Australia's largest 'Decorative surfaces branch network'



TLG has a strong portfolio of highly recognisable brands

Common brands TLG Australia & NZ



Laminex[®]
Inspire your space

Trade Essentials[®]

Shared brands leverage
marketing spend

TLG Australia

essaSTONE[™]

designer**3D**[™]

cullity's
trade**One**

'Branded House' strategy

TLG New Zealand



caesarstone[®]
Quartz Surfaces

seratone[™]

LAMINAM[®]

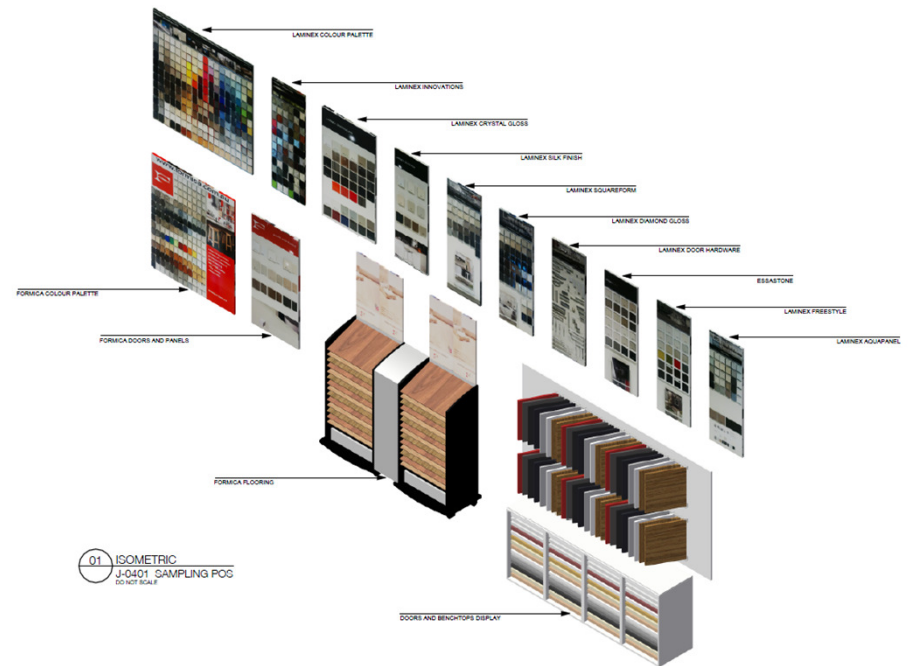
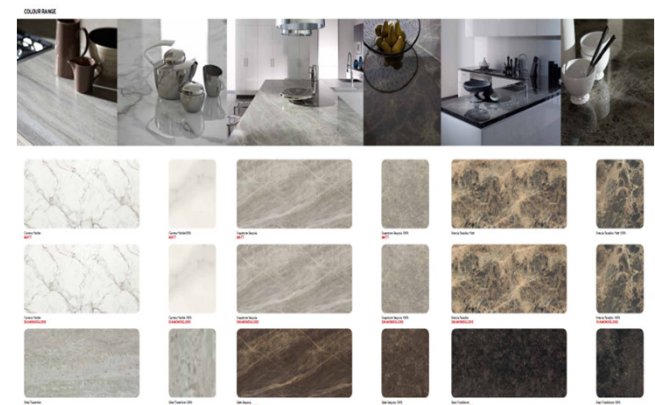
strandfloor[™]



corian.
SOLID SURFACES

'House of Brands' strategy

TLG drives demand for its products through consumer/trade marketing, strong relationships with specifiers and expansive channel merchandising



A strong track record ... and pipeline of innovation

180fx - HPL



Silk Finish - LPM



Alu Doors -
Componentry



Compact



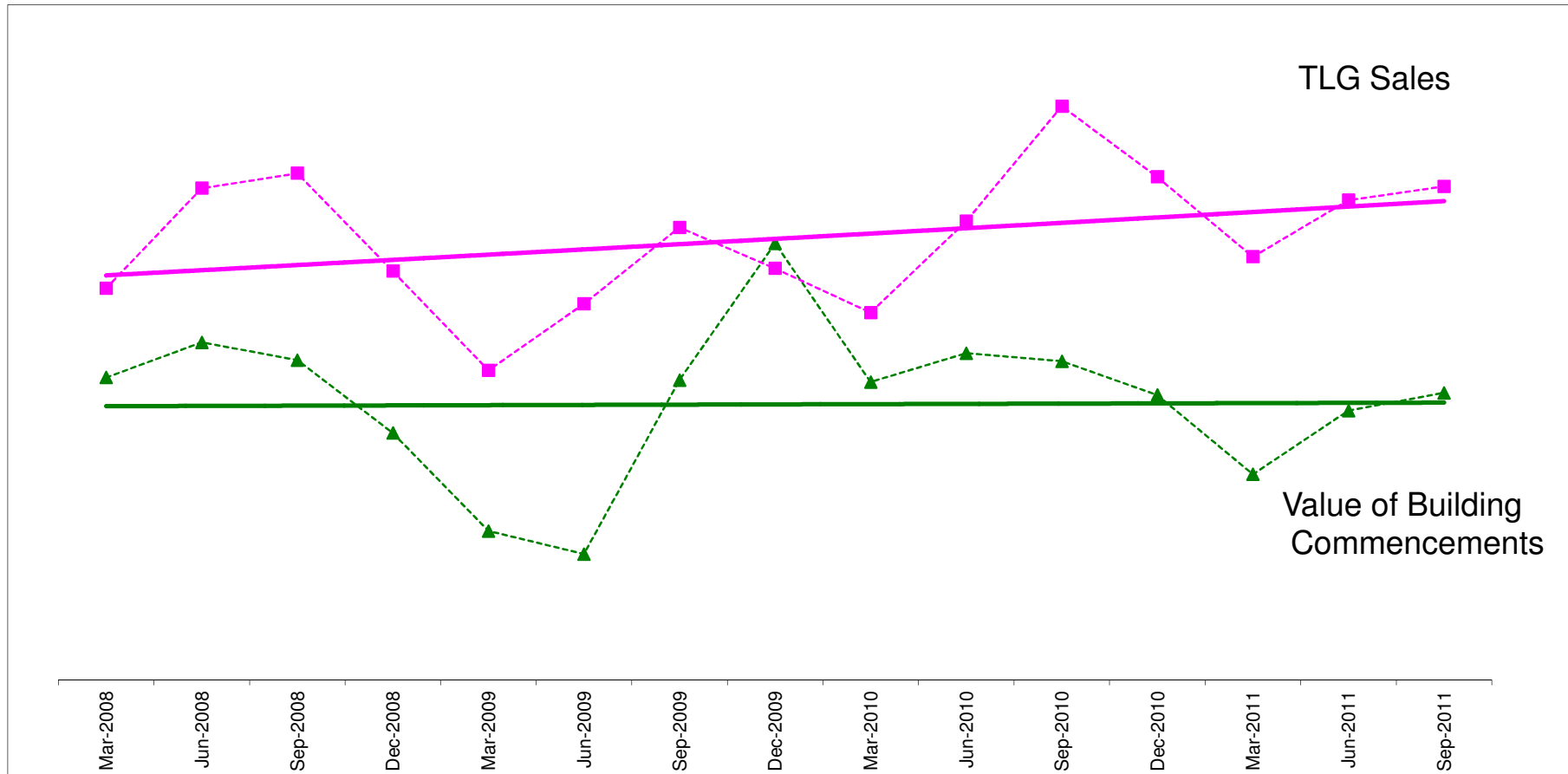
New Finishes –
HPL/LPM



- A 25% increase in new products proposed for launch in FY12
 - Plans in place to double new product revenue in FY13

TLG's initiatives have taken market share resulting in a 'better than market performance'

TLG Sales and Value of building commencements



Source: BiS Shrapnel

TLG focused on its core strategic themes during tougher market conditions

Strategic Themes	Actions taken	Outcomes
Cost	<ul style="list-style-type: none">• Reduction in labour costs• Acting on compressible costs without sacrificing core business activities	<i>“TLG is on the front foot” with cost reductions as economy slows”</i>
Product Leadership	<ul style="list-style-type: none">• Accelerating New Product Development initiatives• Strong pipeline of opportunities	<i>“New products providing growth and positioning the business for the long-term“</i>
Customer intimacy	<ul style="list-style-type: none">• New pricing structure to promote loyalty• Leading product and service offers• Field sales force profit programs• Strong specification and conversion teams	<i>“Using customer intimacy initiatives to drive sales outcomes and improve customer loyalty”</i>