



HOMECHOICE INTERNATIONAL PLC

FACT SHEET

We are a leading provider of innovative retail and financial services products to a loyal and growing female customer base in southern Africa

Our divisions

HomeChoice (Retail)

- An omni-channel retailer in southern Africa offering her convenience and own delivery network
- Providing innovative own-brand textiles, homewares, personal electronics, apparel
- Expanding our offer to include branded goods
- Credit facility a powerful enabler of sales

Revenue

R2 338m

Segmental operating profit

R421m

FinChoice (Financial Services)

- A fintech business selling innovative loans, insurance and value-added financial services
- Serves the HomeChoice customer base of good credit standing
- Developing markets in Botswana and Namibia

Revenue

R666m

Segmental operating profit

R257m

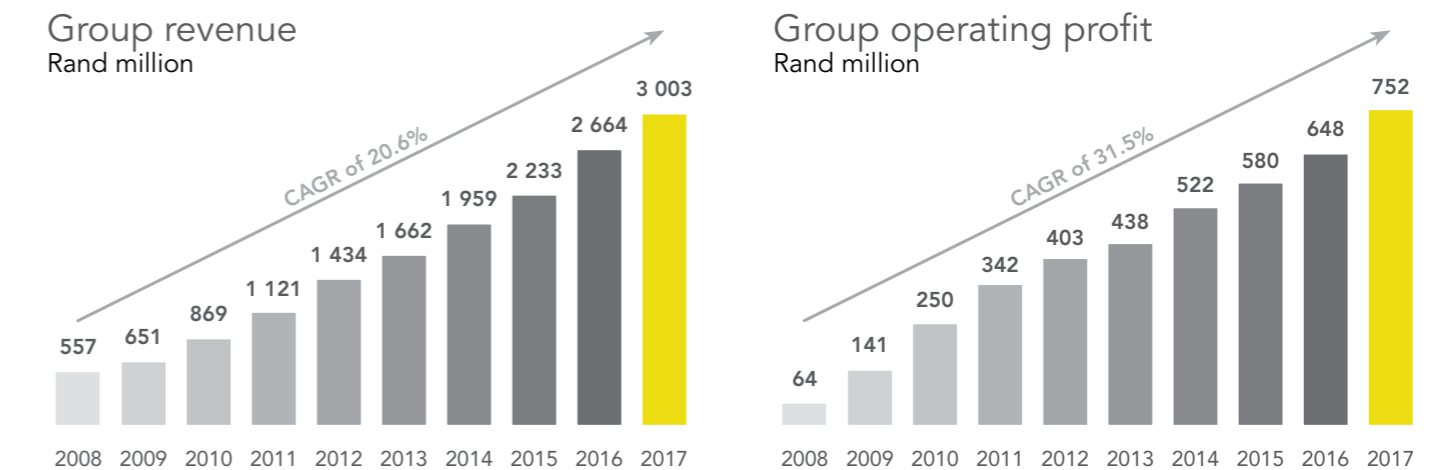
A business of scale

Number of customers 796 244	Revenue R3 billion	Digital credit extended R1.2 billion	Number of web and mobi visits 11 million
Number of deliveries 949 346	Number of products 15 281	Number of orders (retail transactions) 1.3 million	Number of loans 513 469

An exciting future based on a strong foundation

- 1 Well positioned in the large and growing mass market
- 2 Innovative own-brand products augmented by brand roll-out will drive growth
- 3 Excellent ability to drive growth through leveraging the customer base
- 4 Digitally led, well positioned to capitalise on this growth trend with logistics expertise
- 5 Deep knowledge and experience in mass-market credit
- 6 Good cash generation, strong balance sheet to finance growth
- 7 Strong and experienced management team that has driven ten years of growth (20.6% revenue CAGR)
- 8 Clear strategy of diversification to deliver digital department store and fintech platform

A track record of strong financial performance



“challenging ourselves to think mobi-first and a continuous drive for innovation throughout the business continue to deliver strong results”



For more information visit our website at www.homechoiceinternational.com

Our vision

"to offer innovative retail and financial services products to the growing African middle class through digital platforms"

Our customer target market

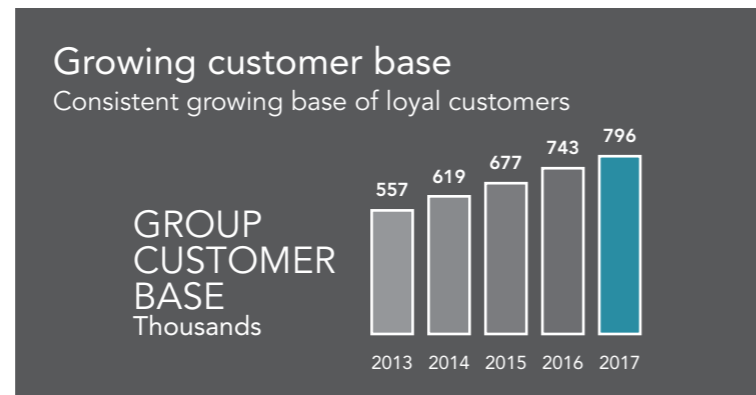
Our customers are female, residing mainly in urban areas, aged between 25 and 60 in the mass middle market with an average gross monthly income of R10 000.

Our products

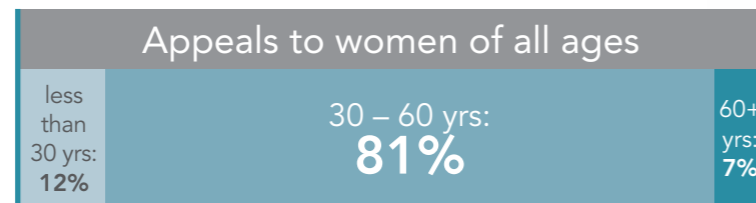
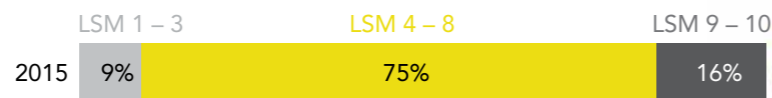
We offer aspirational private label textile and homewares and selected well-known retail brands which appeal to our mass-market consumers, who are committed to providing their families with a home of which to be proud. Flexible credit options enable customers to purchase on affordable payment terms.

A range of personal short-term loans and insurance products complement the retail offering.

Our customers



In mass middle market, with an average gross monthly income of R10 000



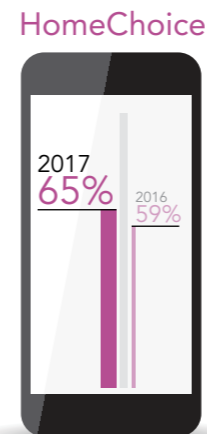
685 000 Facebook community
15 500 customers engage on Instagram



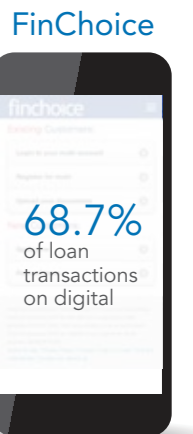
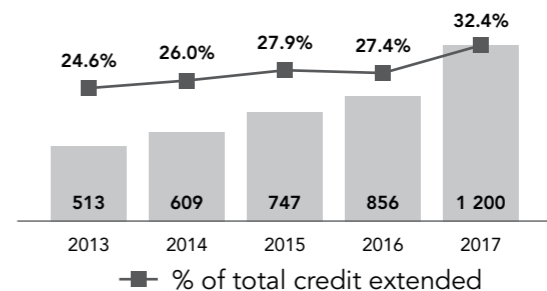
Our transformation journey



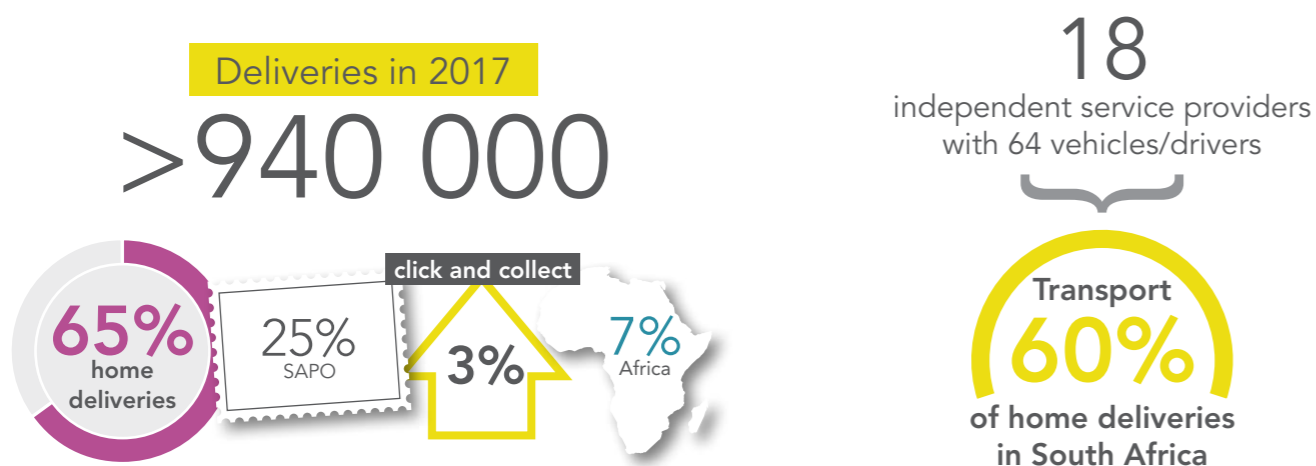
Mobi provides convenient access
Shopping on her phone is becoming more important



Credit extended via digital channels up 40% to R1.2 billion
Rand million



Efficient logistics and distribution network



Our medium-term targets

	Target	2017	2016	2015	2014	2013
Retail gross profit margin (%)	48 – 52	51.2	49.3	50.7	49.8	49.1
Operating profit margin (%)	22 – 27	25.0	24.3	26.0	26.6	26.4
Return on equity (%)	22 – 27	23.5	22.5	23.7	24.8	26.3
Net debt to equity (%)	<40	28.1	28.7	26.2	14.8	14.8
Dividend cover (times)	2.2 – 2.8	2.6	2.6	2.6	2.2	2.8
Digital credit extended (%)	>60%	32.4	27.4	27.9	26.0	24.6
New target						
Customer experience (delivery days)	<4					