

# ADDING VALUE TO LIFESTYLE

## UNAUDITED **QUARTERLY UPDATE**

FOR THE NINE MONTHS ENDED 30 JUNE 2017  
(9MFY17)



**FOR LIFE**

- CLOTHING
- FOOTWEAR
- PERSONAL ACCESSORIES
- CELLULAR PRODUCTS
- SELECTED FINANCIAL SERVICES
- AUTOMOTIVE



**FOR THE HOME**

- FURNITURE AND BEDDING
- HOUSEHOLD GOODS
- APPLIANCES
- HOME ACCESSORIES
- CONSUMER ELECTRONICS AND TECHNOLOGY PRODUCTS
- BUILDING MATERIALS AND DIY PRODUCTS



# PERIOD UNDER REVIEW

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**MARKUS JOOSTE**  
CEO

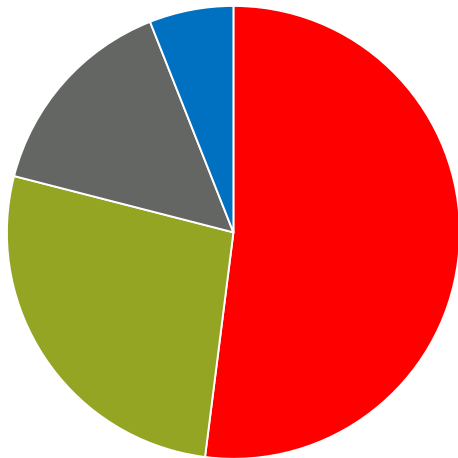


## REVENUE FOR THE NINE MONTHS ENDED 30 JUNE 2017

	<b>9MFY17</b>	<b>9MFY16</b>	<b>Growth</b>
Europe	<b>7 719</b>	6 167	25%
Africa	<b>4 012</b>	3 190	26%
USA	<b>2 224</b>	–	
Australasia	<b>950</b>	698	36%
<b>Group revenue</b>	<b>14 905</b>	<b>10 055</b>	<b>48%</b>

# SEGMENTAL REVENUE ANALYSIS

## 9MFY17: GEOGRAPHIC SEGMENTS



**52%** Europe

**27%** Africa

**15%** USA

**6%** Australasia

Revenue (€m)	9MFY17	9MFY16	Growth
Organic: Household goods	5 623	5 840	(4%)
Organic: General merchandise	762	500	52%
<b>Organic: Europe</b>	<b>6 385</b>	<b>6 340</b>	<b>1%</b>
Add: Acquisitions	1 334	(173)	
<b>Total reported: Europe</b>	<b>7 719</b>	<b>6 167</b>	<b>25%</b>

# HOUSEHOLD GOODS: EUROPE

Revenue (€m)	9MFY17	9MFY16	Growth
Conforama	2 686	2 633	2%
ERM	1 802	1 660	9%
United Kingdom	489	538	(9%)
External supply chain and properties	646	836	(23%)
<b>Total reported household goods: Europe</b>	<b>5 623</b>	<b>5 667</b>	<b>(1%)</b>

# GENERAL MERCHANDISE: EUROPE

Revenue (€m)	9MFY17	9MFY16	Growth
General merchandise Europe	762	500	52%
Poundland	1 334		
<b>Total reported general merchandise: Europe</b>	<b>2 096</b>	<b>500</b>	<b>&gt;100%</b>

Revenue (€m)	9MFY17	9MFY16	Growth
Organic: General merchandise	2 167	1 729	25%
Organic: Household goods	757	656	15%
Automotive	1 052	871	21%
<b>Organic: Africa</b>	<b>3 976</b>	<b>3 256</b>	<b>22%</b>
Add: Acquisitions	36	(66)	
<b>Total reported: Africa</b>	<b>4 012</b>	<b>3 190</b>	<b>26%</b>



# UNITED STATES OF AMERICA

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Revenue (€m)	9MFY17
Total reported: United States of America	2 224

Revenue (€m)	9MFY17	9MFY16	Growth
Organic: Household goods	249	230	8%
Organic: General merchandise	512	468	9%
<b>Organic: Australasia</b>	<b>761</b>	<b>698</b>	<b>9%</b>
Add: Acquisition	189		
<b>Total reported: Australasia</b>	<b>950</b>	<b>698</b>	<b>36%</b>



# QUESTIONS AND ANSWERS



THANK YOU



THE WORLD OF **STEINHOFF** ADDING VALUE  
to your   
lifestyle