

THE FAGG'S GROUP SCOOP

May, 2026



Welcome to the first edition of the Fagg's Group Scoop!

Hi everyone,

As we enter a new financial year, I'm excited for us to take a more light hearted and hopefully fun approach to sharing the amazing things that go on every day across our business, by introducing our new team newsletter. This newsletter will be produced every six weeks by Liz, with the help of colleague's from across Fagg's Group and will provide insights to the incredible service, team and operational successes that each site and area demonstrates daily, as well as important business updates and activities.

I did want to start though with a more sobering message and thank you - it is important to acknowledge the challenging trading conditions we have faced over the last two years. These are uncharted times in our State and Industry. Through it all, you have continued to demonstrate remarkable commitment, resilience, adaptability and professionalism and I would like to say a sincere thank you for everything you do to support our company and each other during these times.

As we look ahead, our priorities remain clear. We must continue to be relentless in delivering outstanding customer experiences at every interaction. Our customers choose us because they trust us, and it is our responsibility to strengthen that trust through exceptional service, great execution and a genuine commitment to meeting their needs.

Equally important is our focus and commitment to safety. No task is so urgent that it cannot be completed safely. We must continue to take the time to undertake activities carefully and methodically, ensuring that everybody goes home safe at the end of each day. Looking after ourselves and each other will always be fundamental to our success.

We have an incredibly strong and diverse team, a clear purpose to reinforce our customers experience at every point of their journey with us, and a proud track record of overcoming challenges together. We look forward to sharing more updates, celebrating successes and providing insights in the months ahead through the newsletter and beyond. Please contribute to future editions where you can!

Mark



As part of our commitment to improve communication across the business during 2026 & 2027, we have set up a new Q&A email account to send through any questions and improvement opportunities that will impact on our customer and/or team member experience. Please let me know your thoughts and ideas via askmark@faggsgroup.com.au and be sure to leave your name so that I can respond to you directly. Best suggestion and solution will be celebrated via each newsletter with a gift voucher!

Look out for more opening insights from the Leadership Team going forward!

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SHARE YOUR GOOD NEWS STORIES HERE NEXT MONTH!

AROUND THE GROUP

Team training at Torquay

Sharon from McCormack attended the Torquay site to conduct a training session with the Team.



South Geelong Team participated in the City Of Greater Geelong Market

Michael, Amy, Shane & Rob represented the business at the recent Geelong City Market to help promote the new COGG compost & kids could pot a seed at the seedling station for Mum for Mother's Day 🌸🎁



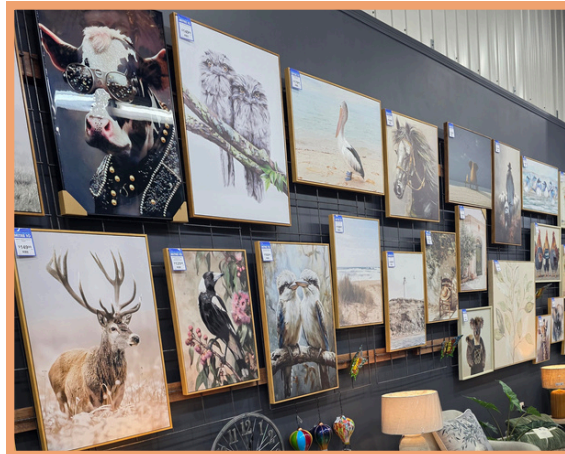
Team training at Hafele

Colin, Janelle & Brad attended the Blackbox lighting & Hafele training session



Sebastopol Giftware Relay

Ben & the Team have created a great new & inviting space to expand on their giftware range.



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**AROUND
THE GROUP**

Congratulations

We are proud to recognise and celebrate our team members who have reached significant service milestones with our business.

Congratulations and thank you for being such an important part of our team!

Dale Carroll from our Wallington & Sth Geelong stores celebrated 25 years!



Stephen Russell from our Sebastopol store celebrated 10 years!



Dan McPhan from Wendouree celebrated 10 years & John McPhan from Wendouree celebrated 20 years!



Che from our South Geelong store celebrated 10 years!



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AROUND THE GROUP

Design 10 Renovations

Colin and the team have been hard at work bringing the design 10 showroom renovations to life.

Supporting our Whole of House model, the space is really starting to take shape — and it's looking incredible!

Stay tuned for more updates as the renovation progresses.



New Team member spotted at Wallington 🐍

A Lowland Copperhead was found at our Wallington store in the storeroom. Thanks to the quick thinking team, a snake catcher was called & the snake was successfully relocated.

WHY DID THE SNAKE GET A JOB AT THE HARDWARE STORE?

Because he was great at handling slippery customers!



Wallington Nursery Relay

Angel & the team have been relaying the Nursery to improve customer shopping experience & easier access to bagged product.



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Wendouree

Amonique added a bay to the mouldings to accommodate the new 25mm moulding range that customers have been requesting.



Belmont

New Camo / Trex Range introduced to Flooring Section.



South Geelong & Sebastopol

DoorDash has arrived to Mitre 10 🙌

As a trial, our South Geelong & Sebastopol stores are now available on DoorDash. This represents a new and exciting way of servicing our customers.

Within minutes of going live, South Geelong received a \$500 order 😊



STIHL AS range South Geelong

Excitingly, South Geelong is lucky to be the first Mitre 10 store in Vic to implement the Stihl AS range of products.



YETI is here!

South Geelong & Wallington

As a Elite sponsor of the Geelong Cats & to strengthen the Mitre 10 & Geelong cats partnership, our South Geelong & Wallington stores have implemented the YETI range into their stores.

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AROUND THE GROUP

Belmont Trade Breakfast

What an amazing turnout for the Belmont Trade Breakfast. It was great to see so many customers come along & chat with the team & suppliers.



**Congrats Ged -
2nd year
Apprentice
from Van Rad**

WINNER

Customer Feedback

We're all about Customer Service & it's wonderful when we receive amazing feedback from our customers.

Feedback Via Resonate Wilsons Mitre 10 Bacchus Marsh

This mitre 10 is great, the staff are super friendly and helpful, had everything I needed.

Feedback via Resonate G Gay & Co Mitre 10 Ballarat

As always I received friendly, helpful, personal service from very knowledgeable staff member.

Feedback via Resonate Fagg's Mitre 10 Wallington

From my first contact to the delivery driver it was a very easy experience, ensuring that I received the correct products. The delivery driver was Very obliging and helpful. Thank you.

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Resonate

Customers who use their Mighty Rewards Card are asked if they would like to give feedback about their shopping experience.

This result is really Strong & Customers are telling us that their Customer Service Experience is great & that our team a friendly.

Well done to all!!

Positively Mentioned Topics

Topics winning customer approval

Employees - Attitude and Helpfulness 200

Customer Service 111

Product - Availability & Choice 54

Easy Process 39

Store - Layout and Navigation 35

Employees - Training and Knowledge 29

Price - Competitive 25

Speed and Waiting Times 14

Product - Quality and Use 12

Checkout and Payment 6

Drivers

In-Store Post Purchase Online Post Purchase

Fast & Simple Checkout 93%

Team Expertise & Helpfulness 93%

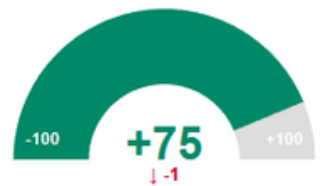
Product Quality 93%

Ease to Find & Buy Products 90%

Range Of Products & Brands Available 84%

In-Store Post Purchase NPS

23 Apr 2026 - 22 May 2026 vs 24 Mar 2026 - 22 Apr 2026



534 Responses

Store Name	NPS ↓	Responses
Belmont Timber	+100	6
G Gay & Co Mitre 10 Wendouree	+100	1
Fagg's Mitre 10 South Geelong	+81	172
Fagg's Mitre 10 Torquay	+75	4
G Gay & Co Mitre 10 Sebastopol	+73	79
Fagg's Mitre 10 Wallington	+73	173
G Gay & Co Mitre 10 Ballarat	+68	31
Wilson Mitre 10	+65	80

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**We placed 2nd
in the state!**

E-Learning

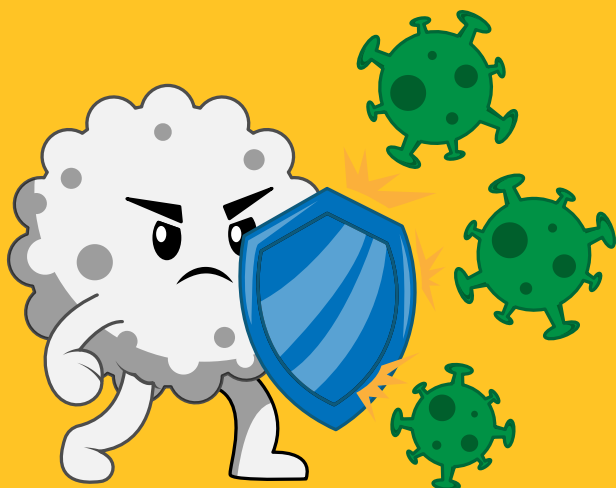
Well done to all Manager's & their teams for their efforts in completing the TTHG core eLearning modules & well done to Rachel for her help in driving the stores to get these completed by the end of the financial year.

Store	Completed	
	Modules	%
Faggs	2805	95.67%
⊛ M10 Wendouree Trade Centre 856989	274	98.56%
⊛ M10 Fagg's Belmont Timber 785535	573	98.96%
⊛ M10 Fagg's Geelong South 784251	699	91.73%
⊛ M10 G Gay & Co Ballarat 856997	148	91.36%
⊛ M10 G Gay & Co Sebastopol 857011	278	99.64%
⊛ M10 Fagg's Torquay 784164	111	100.00%
⊛ M10 Fagg's Wallington 784049	454	92.28%
⊛ M10 Wilsons Bacchus Marsh 856948	268	99.63%

Store	Completed	
	Modules	%
⊛ Hardings	982	91.95%
⊛ MMM10	2353	80.39%
⊛ Hudsons NSW	2212	85.80%
⊛ Hudsons, Hardings QLD	705	88.35%
⊛ Becks	2280	97.69%
⊛ K&B	3469	75.18%
⊛ Sapphire	948	89.52%
⊛ Finlaysons	855	57.08%
⊛ Faggs	2805	95.67%
⊛ Clennetts	2205	77.89%
⊛ M10 M & B	327	39.16%
⊛ Petries	1398	73.77%
⊛ Bianco Group	70	29.54%
⊛ Sunshine	3768	91.04%
⊛ Hollimans	205	85.42%
⊛ Womersley's	179	27.80%
⊛ Alpine Valley Hardware	414	81.50%
Grand Total	25175	80.85%

eLearning plays an important role in supporting our team with the knowledge and skills needed to perform their jobs safely, confidently, and effectively.

Ongoing training helps ensure everyone stays up to date with workplace procedures, safety requirements, and best practices, creating a safer and stronger workplace for all.



Faggs Group Pty Ltd is offering all team members the opportunity to receive a

FREE

2026 Trivalent Influenza (flu) vaccination, thanks to our health partners, Bupa and Metcash. This is a great opportunity for you to avoid the flu this year and stay healthy throughout the season.

If you would like to receive a flu shot, please speak with your Manager to find out how.

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PROMOTIONS AND EVENTS

We've got an exciting line-up of promotions designed to drive engagement, boost sales, and create memorable in-store experiences.

Mitre 10 Build Future with Geelong Cats!

We're excited to announce that Mitre 10 are the official Hardware Partner for both AFL & AFLW.

This partnership brings together two iconic Australian names that share strong community values, a commitment to teamwork, and a focus on building for the future.



The Big Family, Big Prizes promotion is back! Celebrating Australia's largest family of family founded stores, this is an exciting promotion to be part of ✨

More details to follow soon.

Current & Upcoming Promotions

National

1/6 - 30/8 : Low Prices Nailed Down Rnd 3

13/5 - 30/6 : June Trade Digital Campaign

27/5 - 30/6 : June Printed Catalogue

1/7 - 28/7 : Big Family, Big Prizes

8/7 - 26/7 : July Digital Campaign

Local



MIGHTY REWARDS STORE TALLY

STORE	MEMBERS	STORE	MEMBERS
Bacchus Marsh	9,228	Ballarat	3,579
Belmont Timber	18	Sebastopol	7,938
South Geelong	42,004	Torquay	4,119
Wallington	25,401	Wendouree	954

Mitcash

OUR PURPOSE
WINNING WITH INDEPENDENTS

OUR VALUES

- CHAMPION CUSTOMERS
- RESULTS MATTER
- BETTER TOGETHER
- GIVE A DAMN
- BACK LOCAL BRILLIANCE

OUR ASPIRATION
TO BE THE #1 PARTNER
FUELLING AN UNSTOPPABLE
NETWORK OF INDEPENDENTS

Mitcash

OUR VALUES

- CHAMPION CUSTOMERS
- RESULTS MATTER
- BETTER TOGETHER
- GIVE A DAMN
- BACK LOCAL BRILLIANCE

Understand and deliver what matters most to our customers and theirs.

Partner with local and deliver results we're proud of.

Combine our forces to multiply opportunities.

Put priority first, do what's right and own your part.

We use our unique capabilities and local expertise to make things better.