





FY23 H1 Overview

CONTINUED PROGRESS DESPITE A CHALLENGING CONSUMER BACKDROP

- Revenue growth of 2% on last year and 34% ahead of pre-Covid FY20 H1 comparative
- Stronger European following investment in European distribution centers during FY22
- Margin of 26.3% reflects targeted stock reductions. Improved in Q2 and H2-to-date
- EBITDA of £2.7m (FY22: £4.8m)

REDUCING NET DEBT

- Net Debt increased during FY22 after investing £17.1m in stock and £11.4m in M&A
- 30 September net debt of £21.8m, down from £24.2m at 31 March further reductions to come in H2
- 30 September headroom of £13.2m within £35m Revolving Credit Facility

TRADING OUTLOOK

- Expected return to a more normal, pre-Covid H1-H2 revenue and profit splits
- Trading momentum improved in line with expectations during FY23 H2 to date
- Strong growth pipeline with new own-brand developments and website improvements

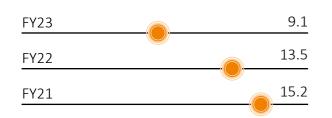




FY23 H1 Highlights

WEBSITES

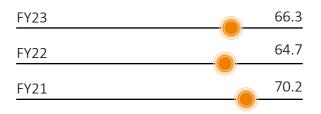




SALES

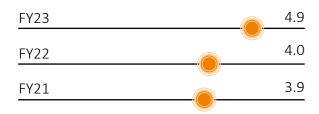
TOTAL REVENUES +2%

£66.3m



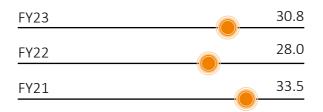
CONVERSION RATE +90BPS

4.9%



INTERNATIONAL GROWTH +10%

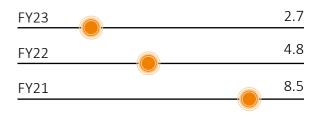
£30.8m



PROFITABILITY

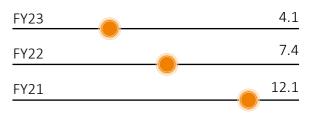
REPORTED EBITDA -44%

£2.7m



EBITDA MARGIN -330BPS

4.1%



SECTION 02 Financial Overview

Gear4music (Holdings) plc investor presentation



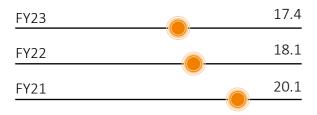


FY23 H1 Financial Highlights

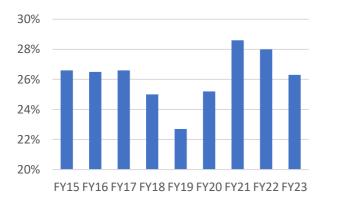
PROFITABILITY

GROSS PROFIT -4%

£17.4m



H1 GROSS MARGIN



N.B. Pre-Covid H1 Gross Margins are lower than H2

	FY23 H1		FY22 H1	FY21 H1
	£'000		% of total s	ales
Revenue	66,305	100%	64,694	70,217
Gross profit	17,413	26.3%	28.0%	28.6%
European Distribution	(1,603)	(2.4%)	(2.3%)	(1.6%)
Marketing costs	(4,597)	(6.9%)	(6.9%)	(5.3%)
UK labour costs	(5,687)	(8.6%)	(7.8%)	(6.5%)
Other costs	(2,822)	(4.3%)	(3.6%)	(3.1%)
EBITDA margin	2,704	4.1%	7.4%	12.1%



Product Margin Analysis

	FY23 H1		FY22 H1	FY21 H1
	£'000	%	of total rev	enue
Product profit	19,549	29.5%	30.4%	31.2%
Carriage Income	2,672	4.0%	4.3%	4.3%
Carriage & packaging cost	(4,808)	(7.2%)	(6.7%)	(6.9%)
Gross profit	17,413	26.3%	28.0%	28.6%
		Product Margin		
Own brand margin	6,563	43.9%	45.7%	46.0%
Other brand margin	12,986	26.9%	27.5%	27.8%
Total product margin	19,549	30.9%	32.0%	32.8%

- Product margin of 30.9% is 110bps down on FY22 H1 reflecting:
 - Margin impact of targeted stock reductions to focus on faster moving SKUs in Q1
 - Own brand margin down 180bps; Other brand margin down 60bps
 - Sales mix effect Own brand accounts for 23.6% of product sales v 24.9% last year
 - Compares to 29.6% in FY20 H1
- 'Net carriage and other items' increased to 3.2% of sales (FY22 H1: 2.4%) reflecting inflationary cost increases





Trading KPIs

Period ended	6m to 30	6m to	6m to
	Sept 20	30 Sept 21	30 Sept 22
Rate of overall sales growth	42.1%	-7.9%	2.5%
Rate of UK sales growth	47.7%	0.0%	-3.4%
Rate of International sales growth	36.5%	-16.5%	10.2%
Own-brand sales (£'000)	18,428	15,339	14,966
Own-brand growth	43.2%	-16.8%	-2.4%
Other-brand sales (£'000)	48,353	46,227	48,364
Other-brand growth	40.7%	-4.4%	4.6%
Own-brand % of total sales	26.2%	23.7%	22.6%
Marketing costs (£'000)	3,717	4,442	4,597
Marketing as % of sales	5.3%	6.9%	6.9%
Total labour costs (£'000)	5,470	6,099	6,966
Labour costs as % of sales	7.8%	9.4%	10.5%

- Sales 2% ahead of FY22 H1 and 34% of last pre-Covid numbers in FY20 H1
- UK sales down 3% takes estimated market share to 9.1%
- European sales returned to growth reflecting improving customer proposition as hubs take affect
- Own brand sales affected by slow-down in market for entry level products
- Own brand sales accounted for 23.6% of product sales from 6.8% of SKUs
- Marketing return held at 6.9% of sales; same as FY22 H1
- Labour costs increased by £0.9m (14%) reflecting pay increases, new recruits, and full-period effect of FY22 recruits



Income Statements

Period ended	30 Sept 20	30 Sept 21	30 Sept 22
	£'000	£'000	£'000
Total Sales	70,217	64,694	66,305
Product Profit*	21,912	19,701	19,549
Product Margin	32.8%	32.0%	30.9%
Gross Profit	20,096	18,121	17,413
GP%	28.6%	28.0%	26.3%
EBITDA	8,511	4,817	2,704
EBITDA as % of sales	12.1%	7.4%	4.1%
Depreciation & Amortisation	(2,100)	(2,424)	(2,970)
Net Finance expenses	(660)	(463)	(777)
Тах	(802)	(850)	(66)
Net profit/(loss)	4,949	1,080	(1,109)
Basic earnings per share	23.6p	5.2p	(5.3p)

- Sales increase of £1.6m (2%)
- Gross margin at 26.3% compared to 28.0% in FY22 H1 and 25.2% in FY20 H1
- UK admin expenses of £15.3m (FY22: £13.7m), including £5.7m labour costs, £4.6m marketing costs, and £2.2m depreciation and amortisation
- European admin expenses of £2.4m (FY22 H1: £2.0m) including £1.3m labour costs and £0.8m depreciation
- EBITDA margin of 4.1% (FY22 H1: 7.4%; FY20 H1: 4.0%)
- Financial expenses of £0.8m includes £0.5m bank interest and £0.2m IFR16 lease interest

* Representing product profit, excluding warranty income and consumer finance commissions



Balance Sheet Overview

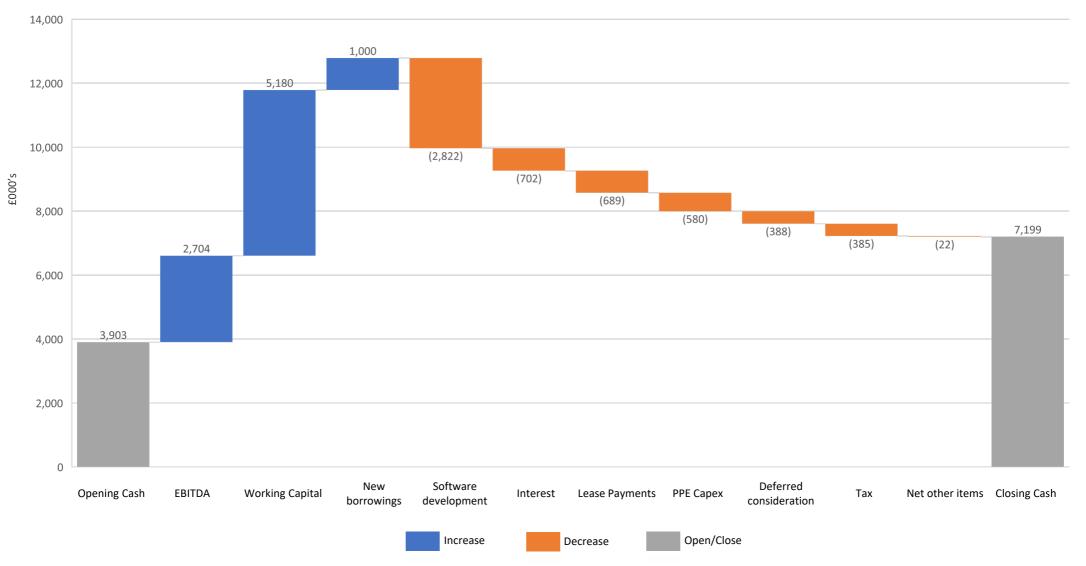
30 Sept 20 £'000	30 Sept 21	30 Sept 22
£'000		
£'000		
	£'000	£'000
7,425	7,275	8,358
12,443	12,967	11,885
7,656	9,316	11,904
1,929	6,585	9,280
29,453	36,143	41,427
28,732	37,452	43,378
4,453	3,317	4,289
5,434	3,648	7,199
38,619	44,417	54,866
(7,520)	-	-
(18,675)	(15,591)	(18,912)
(1,184)	(1,158)	(1,171)
(27,379)	(16,749)	(20,083)
11,240	27,668	34,783
(3,166)	(17,000)	(29,000)
(9,205)	(9,221)	(7,822)
(1,713)	(2,284)	(2,416)
(14,084)	(28,505)	(39,238)
26,609	35,306	36,972
	12,443 7,656 1,929 29,453 28,732 4,453 5,434 38,619 (7,520) (18,675) (1,184) (27,379) 11,240 (3,166) (9,205) (1,713) (14,084)	12,443 $12,967$ $7,656$ $9,316$ $1,929$ $6,585$ $29,453$ $36,143$ $28,732$ $37,452$ $4,453$ $3,317$ $5,434$ $3,648$ $38,619$ $44,417$ $(7,520)$ - $(18,675)$ $(15,591)$ $(1,184)$ $(1,158)$ $(27,379)$ $(16,749)$ $11,240$ $27,668$ $(3,166)$ $(17,000)$ $(9,205)$ $(9,221)$ $(14,084)$ $(28,505)$

- Strong balance sheet: £36.9m net assets
- Net bank debt of £21.8m (31 March 22: £24.2m) with £13.2m headroom within £35m committed RCF
- In FY22 H2 (1 Dec 21) acquired AV Distribution Limited for £6.1m on cash free debt free basis; assets acquired included £2.9m stock and £1.3m freehold property
- Continued investment in bespoke software platform: capitalised £2.8m (FY22 H1: £2.0m)
- Stock £5.9m (16%) higher than
 September 2021 providing breadth and depth across all hubs heading into peak.
- Analyst expectation of stock at 31 March 2023: £35.8m, being £7.6m lower than 30 September 2022 and £9.7m below 31 March 2022





Cash Flow Overview





SECTION 04

KPI Review

Gear4music (Holdings) plc investor presentation





FY23 H1 Customer metrics

TRUSTPILOT

Profitable from first transaction

£15	£151
COST OF ACQUISITION	AVERAGE ORDER VALUE
£40	£298
GP PER TRANSACTION	SALES LIFETIME VALUE

FY21 H1	FY22 H1	FY23 H1
£117	£128	£151
£31	£36	£40
£3.5m	£4.3m	£4.4m
£9	£13	£15
£211	£234	£298
0.71m	0.73m	1.41m
	£117 £31 £3.5m £9 £211	£117 £128 £31 £36 £3.5m £4.3m £9 £13 £211 £234

* Excludes Amazon and POS

Customer Profiles, FY17 – FY22

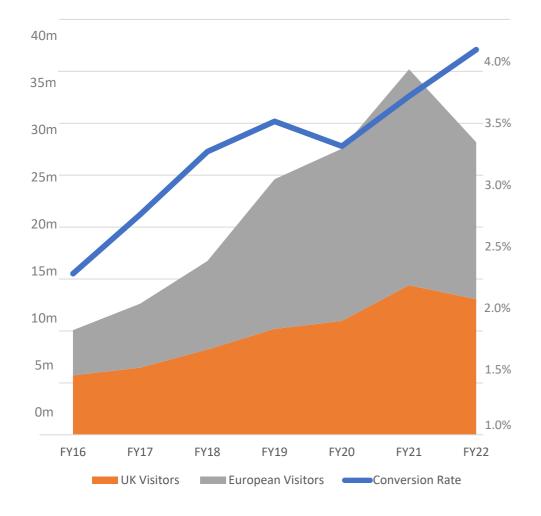


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FY23 H1 Website metrics

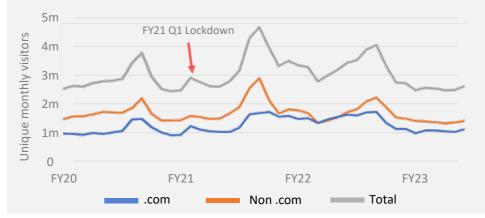
WEBSITE CONVERSION & TRAFFIC



WEBSITE DATA

	FY21 H1	FY22 H1	FY23 H1	diff
Total unique website users	15.2m	13.5m	9.1m	-32%
Total pages viewed	75.1m	59.6m	50.8m	-15%
UK website users	5.9m	5.6m	4.1m	-26%
European website users	8.9m	7.6m	4.8m	-36%
Mobile traffic as % of total	58%	65%	72%	+700 BPS
UK conversion rate	6.11%	6.39%	5.82%	-57BPS
European conversion rate	2.60%	2.41%	4.22%	+181BPS
Mobile conversion	2.64%	2.30%	2.81%	+51BPS

FY20 – FY23 H1 WEBSITE TRAFFIC







FY23 H1 Product sales



Categories totalling 5% or less of sales are excluded

SECTION 03

Strategy Update

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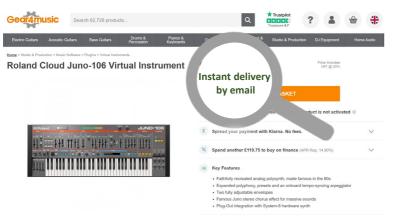
Gear4music (Holdings) plc investor presentation

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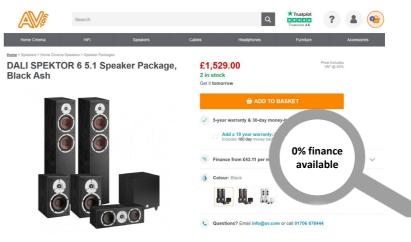


New website features

1) DIGITAL DOWNLOADS EXTENSION

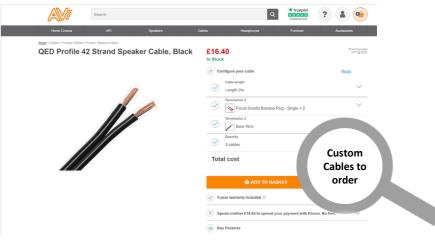


2) UPDATED CONSUMER FINANCE



3) CUSTOM BUNDLE BUILDER Q Trustpilot ? 👗 😘 Wharfedale Diamond 9.1 5.1 Speaker £926.10 £945.00 Package with AV Receiver Get it by 10th Novembe 🚷 Configure your bundle AV Receive maha RX-V4A 5 Front & Rear S Custom Centre Speak Package 10.76 Subwoofe £945.00 £926.10 In stock

4) CUSTOM CABLE BUILDER







Platform development pipeline

FY23/24 CORE DEVELOPMENT PROJECTS -

AV.COM EUROPE Following the launch of AV.com (UK) in January, localised European multilingual versions will be launched during FY23		ng the launch of AV.com (UK) in , localised European multilingual ns will be launched during FY23 Buy and resell second hand products. Real-time buy offers, self service, high convenience and own-brand margins.		 Recently completed: Custom cable builder Discount bundle builder Upgraded finance proposition Digital downloads upgrade
	EXISTING MODEL: Source, stock & sell products from manufacturers & distributors.	FUTURE MODEL: Platform supports multiple verticals & channels between customers & suppliers.		 Amazon EU Integration Premier brand website Database architecture upgrade New courier integrations
Deep level integra distributors in s	Y FULFILMENT ation with brands and strategic locations. duce hub requirements.	AGENC Brands retain contr pricing and Orders fulfilled	ol of their content, inventory.	 Backup payment provider integration AV.com Apple Pay integration Inventory sale pricing per hub Customer service system upgrade

nap	AV.com European sites	Second Hand Platform launch	Third Party Integrations	Existing system upgrades & productivity enhancements	Upgraded inventory forecasting system	intity split	Agency Sales Platform	
adı	L							
Ro	FY23			FY24			FY25	

RECENT UPGRADES





Evolving Own-brand Strategy

Increasing focus on Premium own-brands during FY23/24



- New brand being introduced during FY23
- Featuring a wide range of products across all categories, except for drums



- Premium drums and percussion brand
- New dedicated Premier website was launched in September 2022
- Newly designed ranges arriving from October 2022









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AV.com

PROGRESS SINCE LAUNCH

- 2,700+ new SKUs listed, taking total to 7,500
- 140 Brands now online
- Multilingual websites launching during Q4
- Ability to dispatch from other Gear4music Group warehouses
- New management, content & merchandising teams in place

Product categories include:

- Home Cinema & TV's
- HiFi & Speakers
- Headphones
- Cables & accessories
- Specialist AV Furniture

TRUSTPILOT

E2.7 billion

ADDRESSABLE EUROPEAN MARKET^{†1}

- Mainly served by store based retailers
- No Dominant specialist online retailers

⁺¹ Management estimate based on extrapolation of Ibis World data for UK market size

AV BUSINESS OPERATIONS

- Freehold property in Bacup acquired with the acquisition of AV Distribution Ltd
- Bacup warehouse now upgraded, providing double the previous storage capacity
- Bacup showroom upgrade completed, to support new brands
- German showroom ready to open during Q4

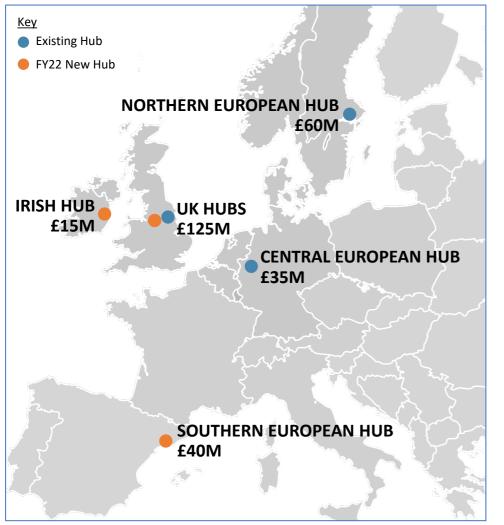






European Distribution Capacity Overview

NEW HUBS PROVIDE ADDITIONAL SALES CAPACITY



UK HUBS, YORK & BACUP

- Hub in Bacup acquired with AV Distribution Ltd
- Total UK inventory capacity: £25m, sales capacity: £125m
- Serves UK and ROTW

NORTHERN EUROPEAN HUB, STOCKHOLM

- Inventory capacity: £8m, sales capacity: £60m
- Serves Scandinavia & Europe

CENTRAL EUROPEAN HUB, MÜLHEIM

- Extended inventory capacity: £9m, sales capacity: £35m
- Serves Germany & Europe

IRISH HUB, DUBLIN

- Inventory capacity: £2.5m, sales capacity: £15m
- Serves Ireland & Northern Ireland

SOUTHERN EUROPEAN HUB, BARCELONA

- Inventory capacity: £7m, sales capacity: £40m
- Serves Spain & Southern Europe
- Provides additional bulk storage capacity for other European hubs

Gear4music (Holdings) plc investor presentation

Summary





- Return to a more normal pre-Covid H1-H2 revenue and profit splits
- Reduction in on-hand inventory expected
- Net debt expected to continue reducing
- Continuing focus on efficiency and cost management
- Current trading in-line with market consensus expectations for FY23



- Multiple growth orientated website upgrades recently deployed Further significant growth projects due for deployment by the end of FY23, including second hand
- FY24 will build on recent acquisitions & growth orientated deployments, with a focus on efficiency & productivity

SECTION 05

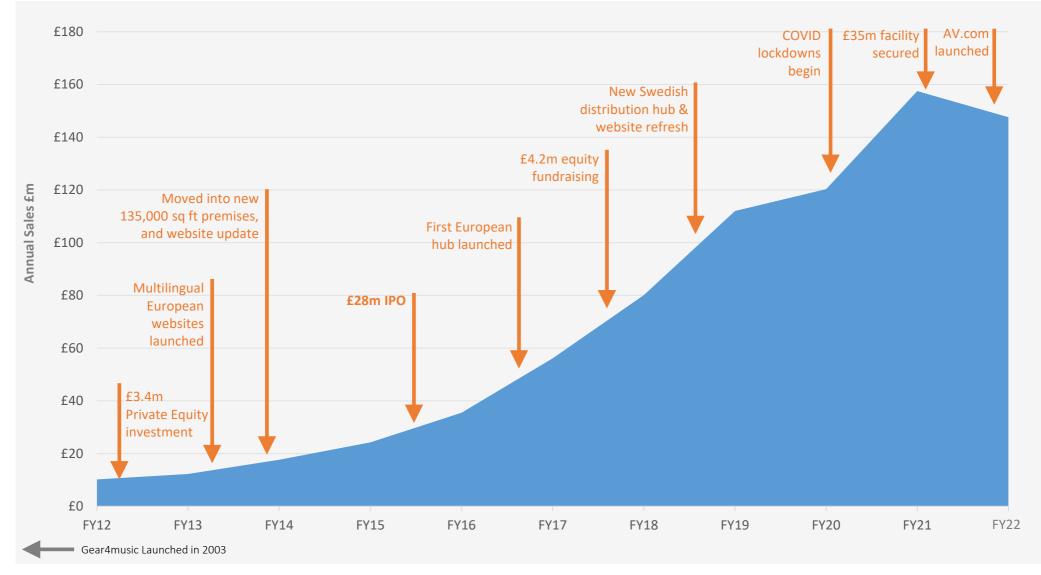
Background Information

Gear4music (Holdings) plc investor presentation





Key Milestones



Gear4music (Holdings) plc investor presentation





Directors



Andrew Wass

CFO

- Launched Gear4music.com in 2003
- Set up a recording studio business in 1992 after studying popular music and sound recording at Salford
- Began selling IT systems for the audio recording market in 1998
- Responsible for Strategy, Operations & Growth, with a focus on systems development & customer experience



Ken Ford

- Joined Gear4music's board in June 2015
- Previously Chief Executive of Teather & Greenwood & Former Chair of the QCA
- Currently a director Scientific Digital Imaging plc
- Fellow of the Securities Institute



Chris Scott

- Joined Gear4music in October 2012
- Chartered Accountant & Executive MBA graduate
- 12 years with KPMG: eight in the advisory practic
- Previous industry experience: Barclays Bank & CFO of Officers Club
- Responsible for Finance, HR & compliance; Company



Dean Murray

Non-Executive Director

- Joined Gear4music in March 2012
- Chairman of Neville Johnson Group & Construction Materials Online
- Former CFO & COO of Myriad Childrenswear Group
- Former Director of French Connection
- Chartered Accountant

Harriet Williams

Non-Executive Director

- Joined Gear4music in January 2021
- Currently the Vice President of Global E-commerce at the LEGO Group
- Former Chief Digital Officer at The Body Shop
- Previous industry experience: Gucci, Debenhams, Marakon Associates



Gareth Bevan

- Joined Gear4music in July 2012
- Previously at DV247, the largest music equipment retailer at that time, where he was responsible for purchasing, sales & marketing
- Over 21 years' experience in music equipment retail
- Responsible for Purchasing, Pricing & Supplier relationship management



Operational Management







Gear4music delivery timescales:

Gear4music (Holdings) plc investor presentation

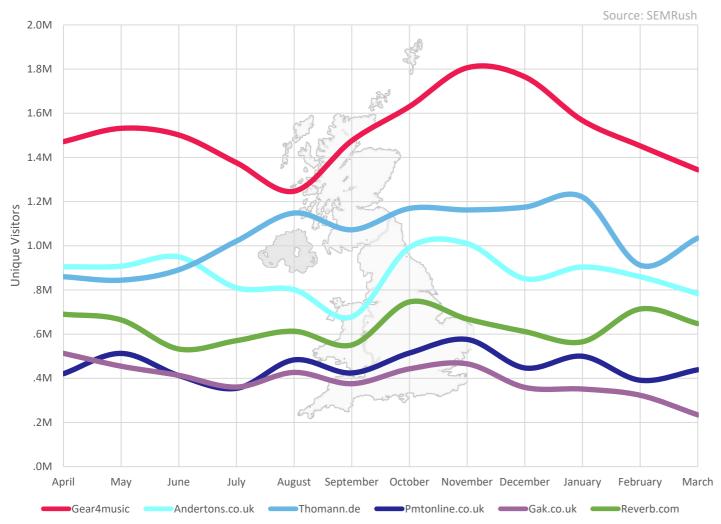
Revenue data source: Music Trades 2022





Estimated UK market: £898m

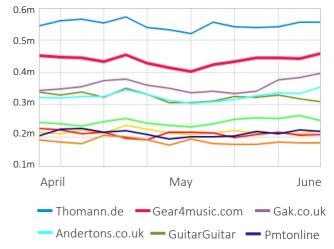
FY22 UK Internet traffic share



- Gear4music FY23 H1 market share c.9.1%, down 0.1% on FY22
- Estimated UK online market c.£327m
- Highly fragmented market, growing at c.2% (Source: Music Trades)
- Accelerating shift: high street to online

FY16 website traffic

The chart below shows comparative unique UK website visitors in the UK in 2015. Source: Hitwise

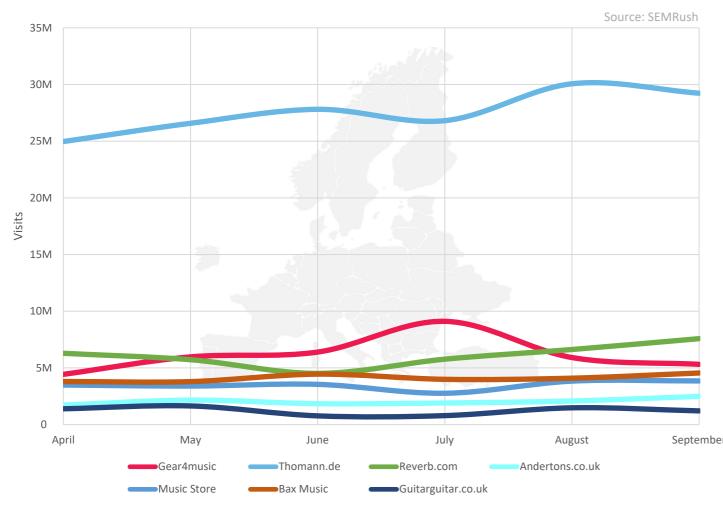






Estimated European market: £4.2bn

FY22 European traffic share



- Gear4music European market share up 0.1% to 1.6%; significant opportunity for growth
- FY23 H1 European revenues of £29.3m up 8% on FY22 H1; FY22: -18% on FY21
- Two new European Distribution hubs launched in FY22, taking the total to 4
- Localised proposition features 15 languages and 8 currencies

Top European Markets

	Country	Estimated Market Size (£m)
	Germany	1,426
	France	1,030
	Italy	691
	Netherlands	241
	Austria	216
	Spain	198
r	Switzerland	169
	Sweden	128
	Norway	98
	Total Size	4,197





Growth Strategy







Strong Competitive Advantage



FRONT END

Market leading localised websites

Mobile & desktop, multilingual, multicurrency, range of delivery options

Strong online presence

Awareness through effective SEO & machine learning digital marketing



PRODUCTS

Strong Own-brand offering

High quality range of over 4,250 SKUs at very competitive prices

Large branded product range

Over 62,500 products from over 1,100 manufacturers, including major brands



BACK END

Bespoke, flexible platform

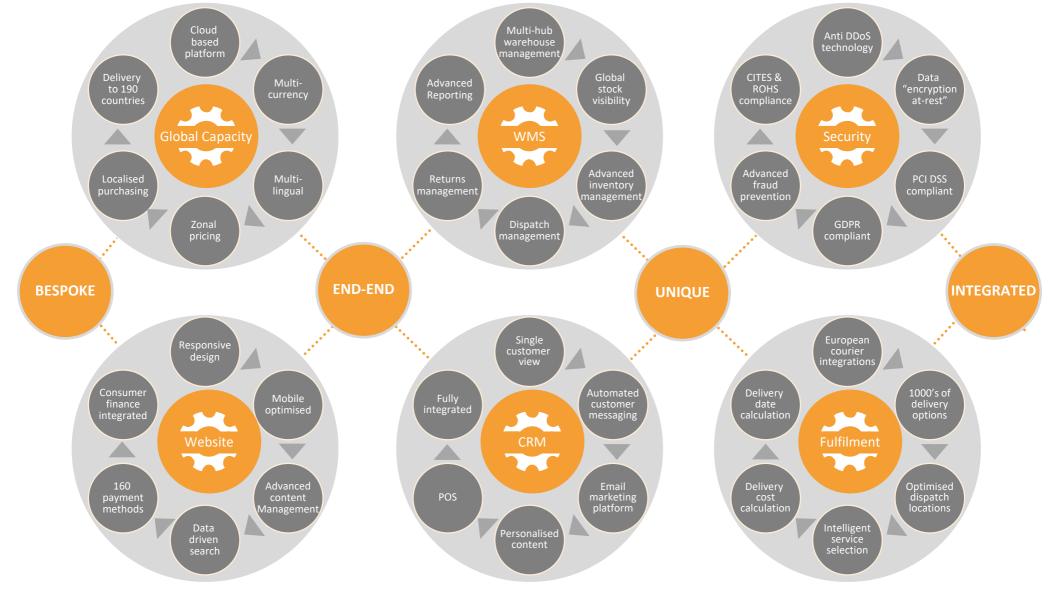
Robust integrated systems developed in house over 16 years

In-house logistics capability

370,000 sq ft total distribution space in UK, Sweden, Germany, Spain & Ireland 31



Platform Features



Gear4music (Holdings) plc investor presentation

November 2022



Own-brands

Value focused brands

Existing model continues: B2C e-commerce



- 'By Gear4music' A specialist beginner brand
- **4MUSIC** Featuring a wide range of music making products across all categories
 - Six category focused sub-brands





- Specialist audio electronics brand
- PA systems, mixers, studio & podcast



- Value focused drum brand
- Acquired by Gear4music in 2021
- Established in 1937
- New home audio visual focused brand
- To be introduced during FY23
- Featuring speakers, amps, TV's

Premium brands

B2C e-commerce with potential for B2B worldwide distribution

©G4M

New brand to be introduced during FY23



Featuring a wide range of products across all categories, except for drums



- Established by Gear4music in 2019
- Premium guitar products, featuring a concise range to compliment the branding



- Premium drums and percussion brand
- Acquired by Gear4music in 2021
- Newly designed ranges arriving in October 2022



CONING

- Premium bass amplification & pedal brand
- Acquired by Gear4music in 2021
- Previously owned by Marshall Amplification



ESG

GEAR4MUSIC ESG AGENDA							
Environm	ental Pillar	Social	Pillar	Governance Pillar			
Climate Change	Pollution & Waste	Our Products	Our People	Corporate Behaviour			
Carbon emissions	Packaging Material & Waste	Product Safety & Quality	Health & Safety	Board Diversity and Structure			
Product footprint	Electronic waste	Supply chain labour standards	Diversity and inclusion	Executive Pay			
			Wellbeing	Ethics and Transparency			
			Charities & Community	Anti-Corruption Policies			
environmental impact, an technology, continuous im	onsibility to reduce our d can achieve this through provements in operational g things in new ways	We are committed to retailing high quality musical instruments and equipment and AV products and adopting and improving practices that ensure there is no slavery or human trafficking in our supply chain.	We recognise the success of our business is founded on the hard work of a team of talented and motivated individuals, and are committed to making Gear4music a great place to work	We are committed to			

- Monthly ESG report discussed at Board level
- Energy use high on priority list: considering solar options
- Continuing high standards in product procurement and waste management
- Development of Second-hand platform
- New initiatives support the Mental Health of our colleagues
- Partnering with two new charities where appropriate. Existing charities include:





Major Shareholders as at 28 October 2022

Major Shareholders as at 28 October 2022

Name	Number of shares	% of issued share capital
Andrew Wass	4,751,993	22.7%
Liontrust Investment Partners LLP	3,332,467	15.9%
Standard Life Aberdeen plc	2,447,973	11.7%
AXA Investment Managers	2,415,583	11.5%
TB Amati Investment Funds	1,911,289	9.1%
Cannaccord Genuity Group Inc	1,137,237	5.4%
Hargreaves Lansdown PLC	735,939	3.5%

Share price graph November 2021 to November 2022



52 week range: 815p – 92.50p

Market cap as of 10 NOVEMBER 2022: £19.4m



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