

HARDLINES

C O N F E R E N C E

BRICKS & CLICKS

Peavey
INDUSTRIES LP 





INTRO

"Both Peavey and TSC Stores originated as American owned companies about 50 years ago. Peavey (then called National Farmway Stores) was part of Winnipeg based National Grain and owned by Peavey Company in Minneapolis, Minnesota. TSC Stores was originally owned by Tractor Supply Company in Brentwood Tennessee."

Tractor Supply
Company establishes
TSC Stores in Canada

National Farmway
Stores renamed to
Peavey Mart


TSC Stores sold to
Management in
London, Ontario

1st MainStreet Hardware
Store
Blackfalds, AB

Peavey Industries
acquires controlling
interest in TSC Stores

1966 • 1967 • 1975 • 1984 • 1987 • 2006 • 2012 • 2016 • 2016

First National Farmway
Store opens in Dawson
Creek, BC

Peavey Industries sold to
Management in Red
Deer, AB



TSC Stores sold to Birch
Hill Private Equity

Peavey Industries
expands ownership to
all employees



OUR CUSTOMERS

- Down to Earth
- Rural Farmer
- Acreage Owner
- Backyard Enthusiasts



- 1) **KEY INFLUENCER:**
Small Farmer
- 2) **SECONDARY INFLUENCER:**
Large Farmers & Commercial Accounts
- 3) **OTHER INFLUENCER:**
Leisure Country Weekender
- 4) **BULLS EYE:**
Hobby Farm or Rural Owner



Focus on being relevant to our customer

Relevant Product Mix

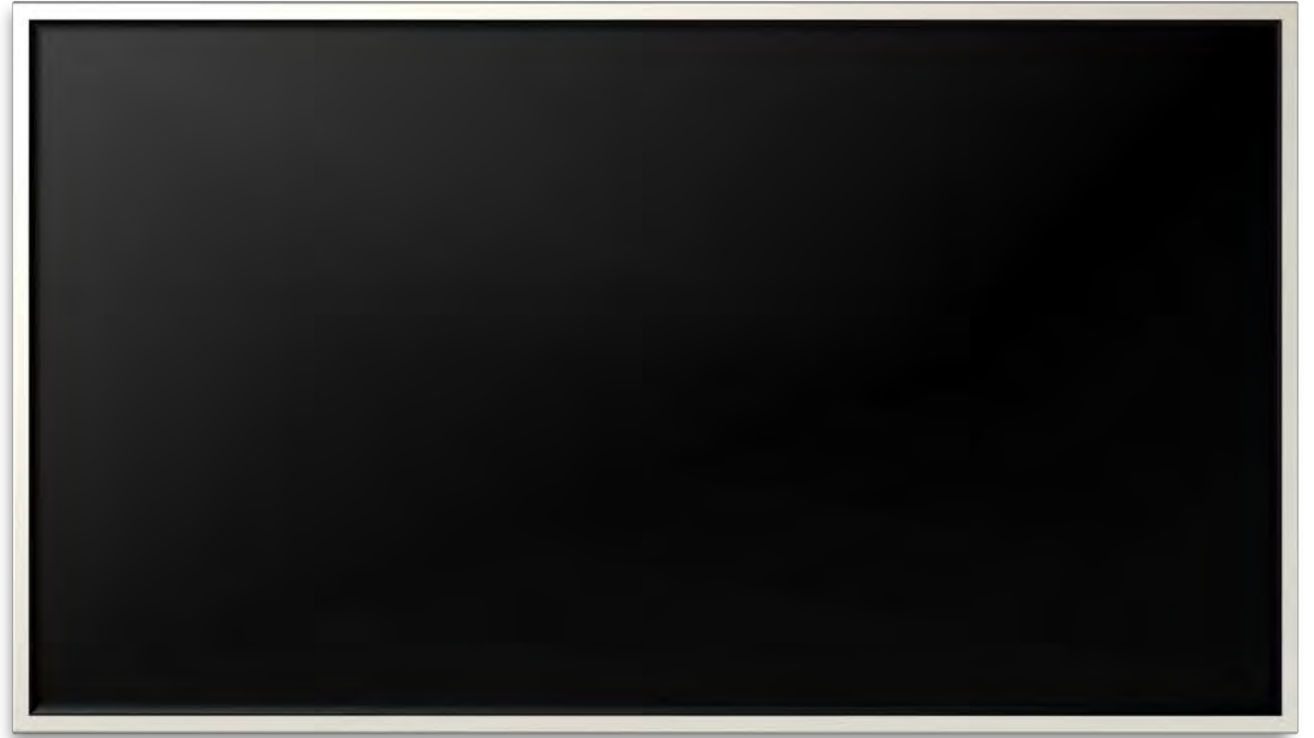
Online selling

In-store presentation

Customer experience

Staying focused on our values (our Fabric)

FULLS



THE ACQUISITION

“The acquisition of TSC Stores allows us to combine buying power and shifts from 2 regional retailers to one national retailer. We believe we are a stronger company together. Our ability to leverage our collective experiences, perspectives and people adds significant depth to our organization.”



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LEVERAGE OUR STRENGTHS

Peavey Industries & TSC Stores bring unique strengths to the table

Peavey Industries: Strong culture | Customer focused | Connected to our communities

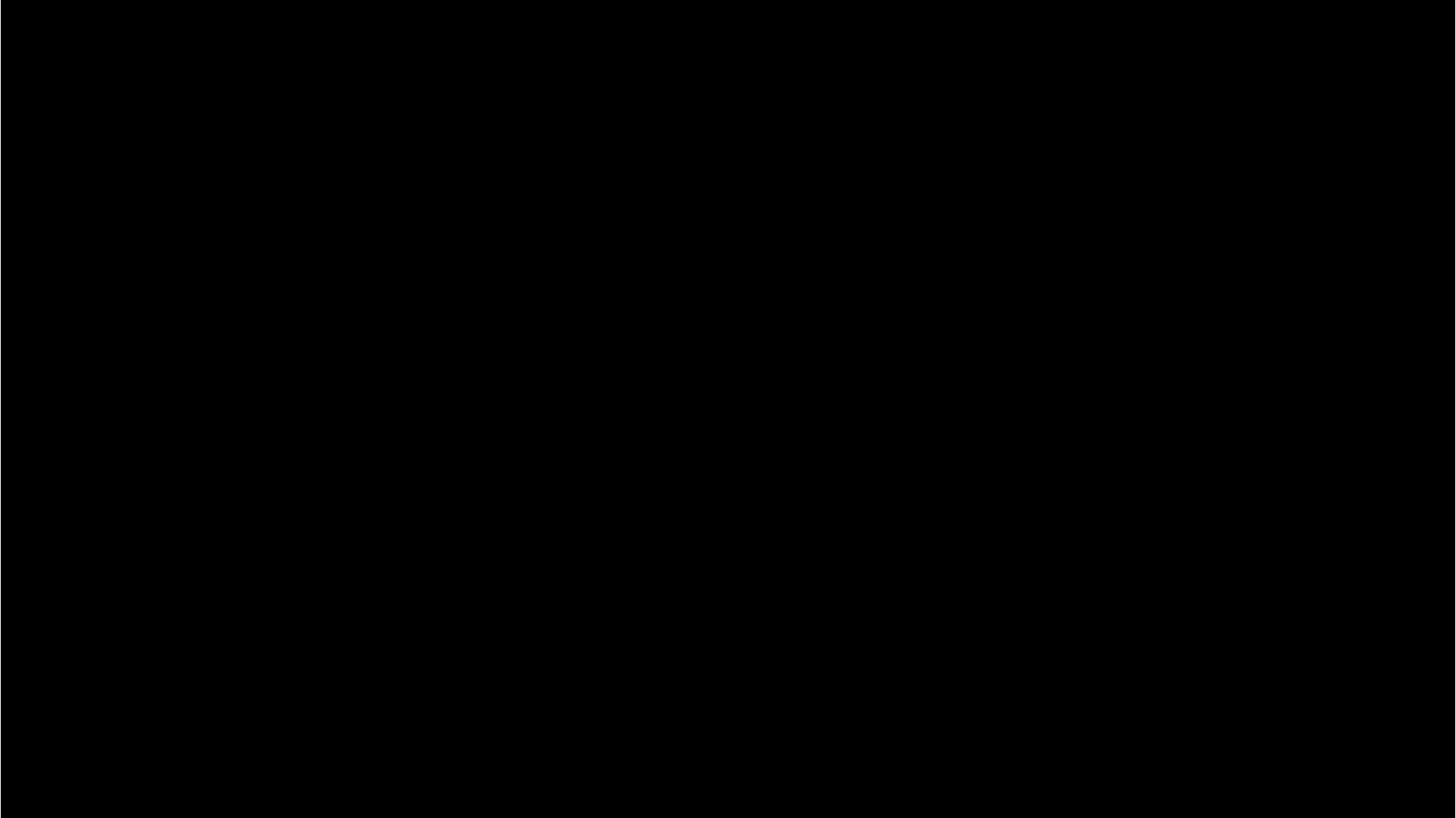
TSC Stores: Online selling | Planogramming | Processes

The ultimate strength from both companies is our people!



INTEGRATION PLANS

"We are committed to aligning our processes, procedures and business philosophy which will allow us to maximize our collective potential. We adhere to a philosophy of Newco – creating a new company culture from the best of both companies."





PEAVEY INDUSTRIES & TSC STORES

Company Snapshot

\$420 Million in revenue

3 retail banners – Peavey Mart, TSC Stores & MainStreet Hardware

91 retail locations (2 opening Spring 2018)

2 distribution facilities

100% Canadian & employee owned

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QUESTIONS? COMMENTS?