

2022 HARDLINES CONFERENCE
OUR UNIQUE RECIPE FOR GROWTH

October 19, 2022





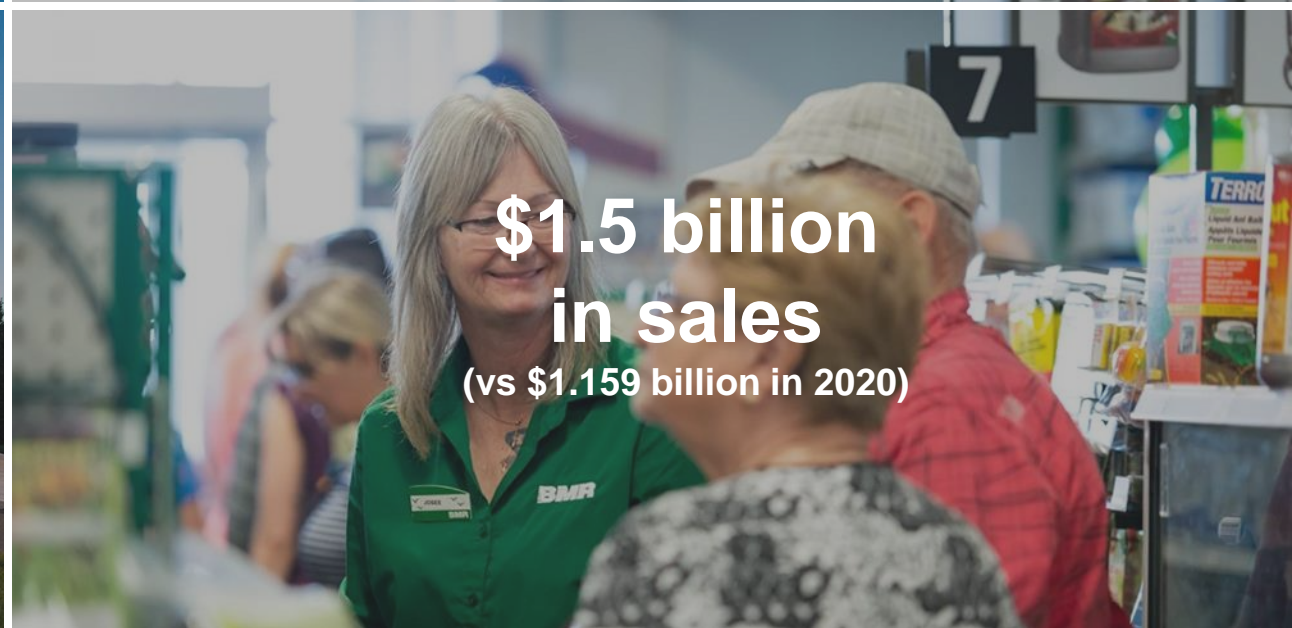
**100 %
local ownership**



**8000
direct jobs**



**275+
points of sale in
Eastern Canada**



**\$1.5 billion
in sales**
(vs \$1.159 billion in 2020)

WE, AT GROUP BMR, ARE...



- A pure Canadian retailer, not just a "wholesaler"
- A group that listens to the needs and ideas of its dealers and COOPs
- **90%+** of our purchases are made from **Canadian vendors**
- A network that wants to focus its efforts on 3 different clienteles:



Entrepreneurs
(construction sites)



PROs



Customers

WE ARE A UNIQUE PARTNER



The classic BMR store is what we call a “one-stop shop.” Whether it’s to change a lightbulb, redo the kitchen, or build a shed, novices, weekend do-it-yourselfers and contractors alike will feel right at home.



Agrizone is a BMR Group brand designed to cater to the needs of farmers and consumers who are passionate about life in the country. We specialize in products for livestock farming, haying, farm maintenance, maple sugaring, and forestry.



Lefebvre & Benoit is one of the most important distributors of construction materials in Québec. The Laval-based company serves a clientele of construction contractors, and its facilities are also open to individuals.



WE ARE A NATIONAL RETAILER

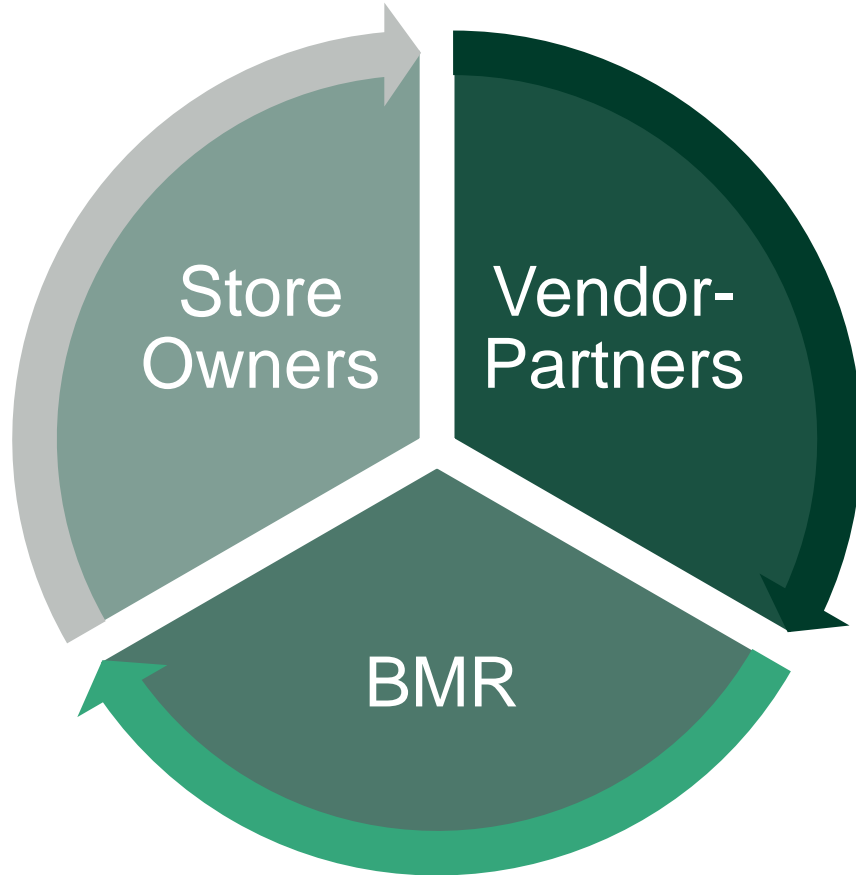
- We have dealers and stores in +260 cities throughout Eastern Canada;
- We advertise in every market – and invest to support our growth plan through Ontario;

BMR

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OUR VISION OF PARTNERSHIP



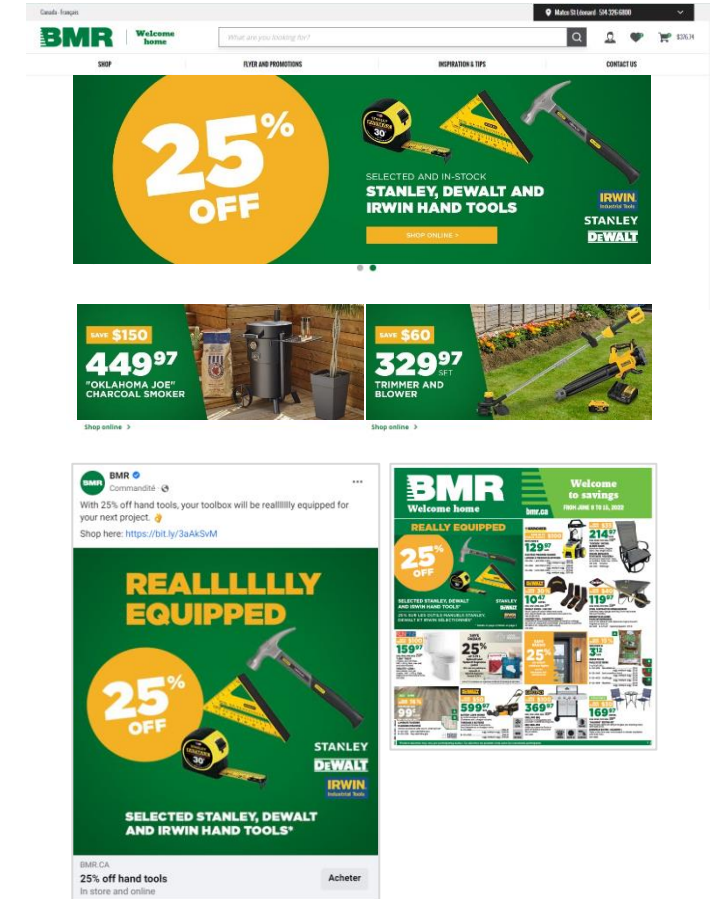
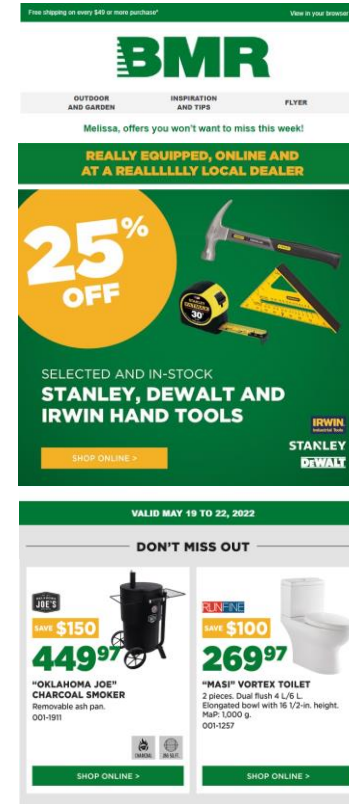
- ✓ A fair and transparent relationship
- ✓ When we mutually agree, we execute
- ✓ Our end customers drives our day-to-day

A collection of mechanical tools is arranged on a dark, textured wood-grain surface. On the left, a large adjustable wrench is positioned vertically. To its right, a torque wrench with a white plastic ring handle is oriented vertically. In the bottom left corner, a smaller mechanical component, possibly a valve or fitting, is visible. The overall scene is dimly lit, emphasizing the metallic textures of the tools.

HOW WE SUPPORT DEALERS

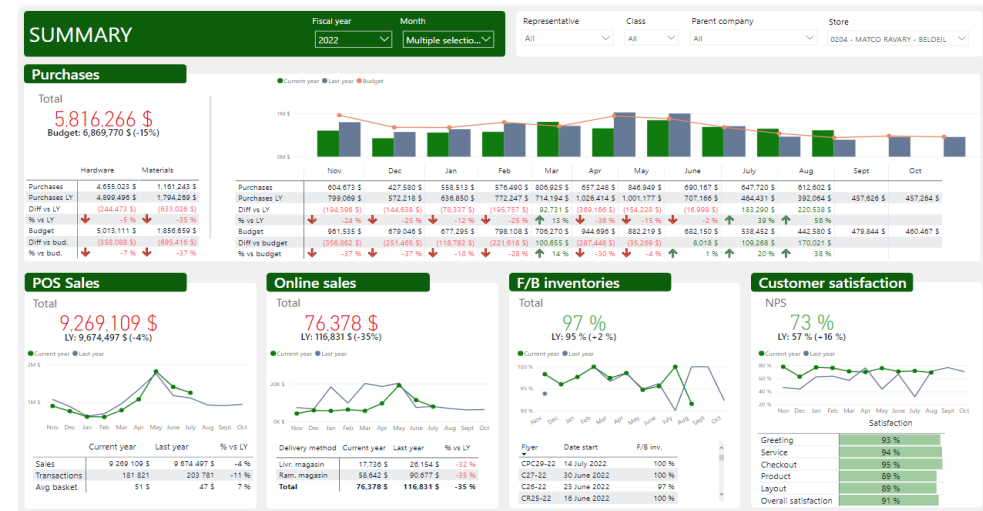
WE SUPPORT DEALERS IN THEIR GROWTH

- 360° marketing strategy
- Our program is **built** around independent dealers:
 - We **share** the cost of the promotions
 - We **value feedback** with our marketing committee to discuss and plan promotions



WE SUPPORT DEALERS IN THEIR GROWTH

- We help dealers be the **best retailer** in their region
- We offer different **tools** to help our dealers:
 - KPIs and dashboard of their store's performance
 - Dealer EXCELLENCE program
 - Planograms – Merchandising ideas – Store standards



OUR DEALERS ARE PART OF THE STRATEGY

LAVABOS

<p>162073 LAVABO ACIER EMAIL BLC 38"X18" 38X18</p> <p>AMERICAN STANDARD ACIER EMAILLÉ 69,98\$</p>	<p>503993 LAVABO EN CAS. COBANO BLC 4"CC 20 1/4 X 17 1/2</p> <p>SUNLINE PORCELAINE 49,98\$</p>	<p>503993 LAVABO ENCAST. OVALE BLC 4"CC 20 1/4 X 18</p> <p>SUNLINE PORCELAINE 59,98\$</p>	<p>RECT 1802 1 3/8"5 18X38</p> <p>LIKO MARBRE SYNTHÉTIQUE 149,98\$</p>	<p>MAG 2522 1 3/8"5 38 1/2 X 22 1/4</p> <p>LIKO MARBRE SYNTHÉTIQUE 199,98\$</p>	<p>102310 LAVABO ENCASTRE CARRE BLANC 17 23 1/2 X 18</p> <p>SUNLINE PORCELAINE 169,98\$</p>	<p>706850 LAVABO PORCELAINE ENCASTRE BLC 21,25X18,25 / 3 TROUS</p> <p>LIKO PORCELAINE 119,98\$</p>
<p>727592 LAVABO NOIR MAT 18,5X14,5X5,5" 18,5X14,5X5,5"</p> <p>SUNLINE PORCELAINE 99,98\$</p>	<p>LAVABO BLANC MAT 18,5X14,5X5,5" 18,5X14,5X5,5"</p> <p>SUNLINE PORCELAINE 99,98\$</p>	<p>PORC 03 23X18 1/2 X 18</p> <p>LIKO PORCELAINE 139,98\$</p>	<p>RECT 1805-S-1075 17 1/2 X 17 1/4</p> <p>LIKO MARBRE SYNTHÉTIQUE 189,98\$</p>	<p>PORC 19 38 1/2 X 18 1/2</p> <p>LIKO PORCELAINE 169,98\$</p>	<p>502151 LAVABO SUR PIED BLANC 4"CC 21 1/2 X 18</p> <p>SUNLINE PORCELAINE 119,98\$</p>	

Atelier #2 Comment optimiser les placements circulaires et promotion

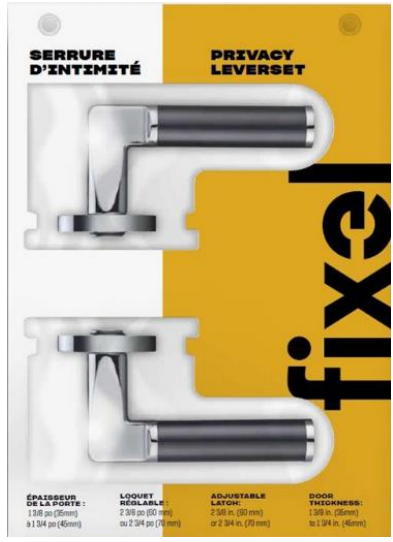
BMR

44

- Pierre-Luc Martel – Groupe Martel
- Martin Drolet – J. Drolet et Fils
- Mario Ménard – FV Lalonde
- Nima Malenfant – Agriscar
- Stéphane Gagné – COOP Mégantic
- Marc-André Dufour – Quincallerie St-Omer



A STRONG BRANDING STRATEGY



BMR'S TRADE SHOW – A UNIQUE EVENT IN THE INDUSTRY

- More than **1200 attendees** – Store Owners and Vendor-Partners
- Over **300 Vendors**
- Recognized as one of the **best dealer show** in Canada
- A unique event to meet and discuss with dealers, vendors and head office representatives

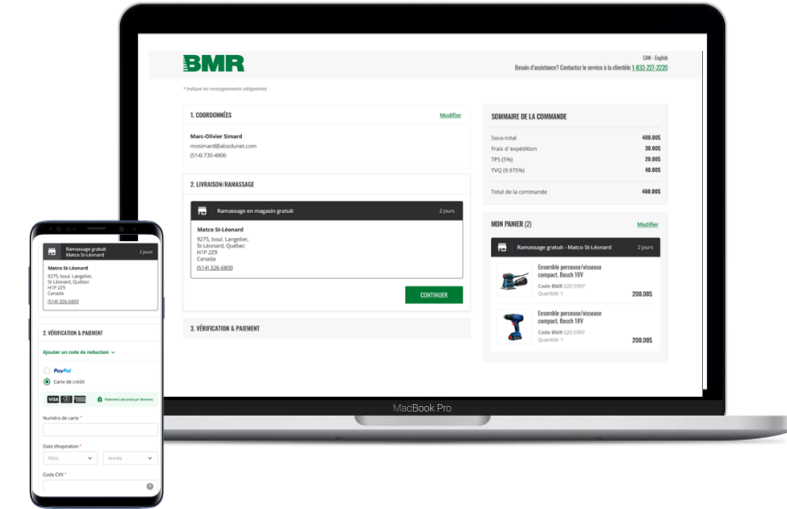


BMR 2.0

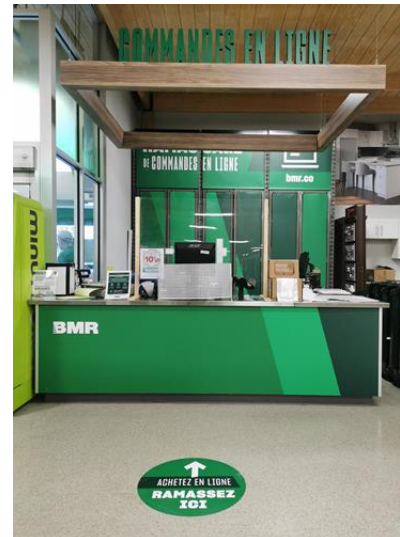


BMR CUSTOMER EXPERIENCE 2.0

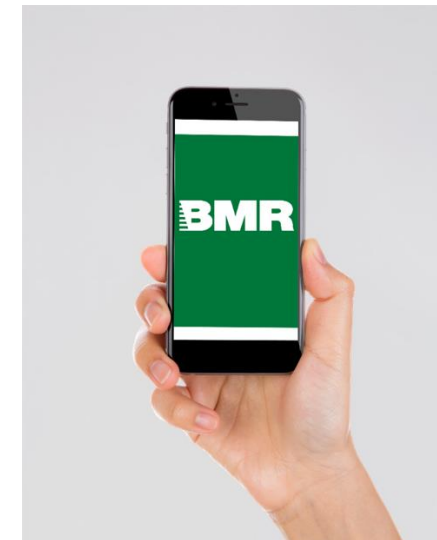
+60 stores
renovated



+120 stores
connected with
omnichannel strategy
with « *Click &
Collect* » and « *Ship
from store* »



Fully
transactional
website with
dealer
integration built-
in



ENDLESS AISLE WITH SMALLER AISLES

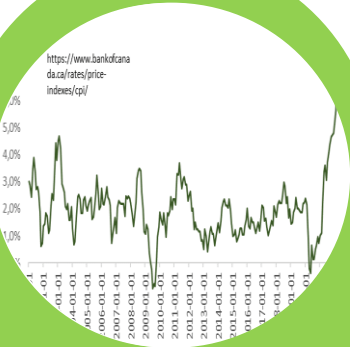




HOW WE SEE 2023



THERE ARE CHALLENGES AHEAD OF US...



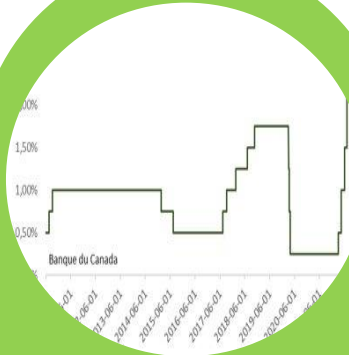
Inflation rate



Labour shortage



Customers spending is different post-COVID

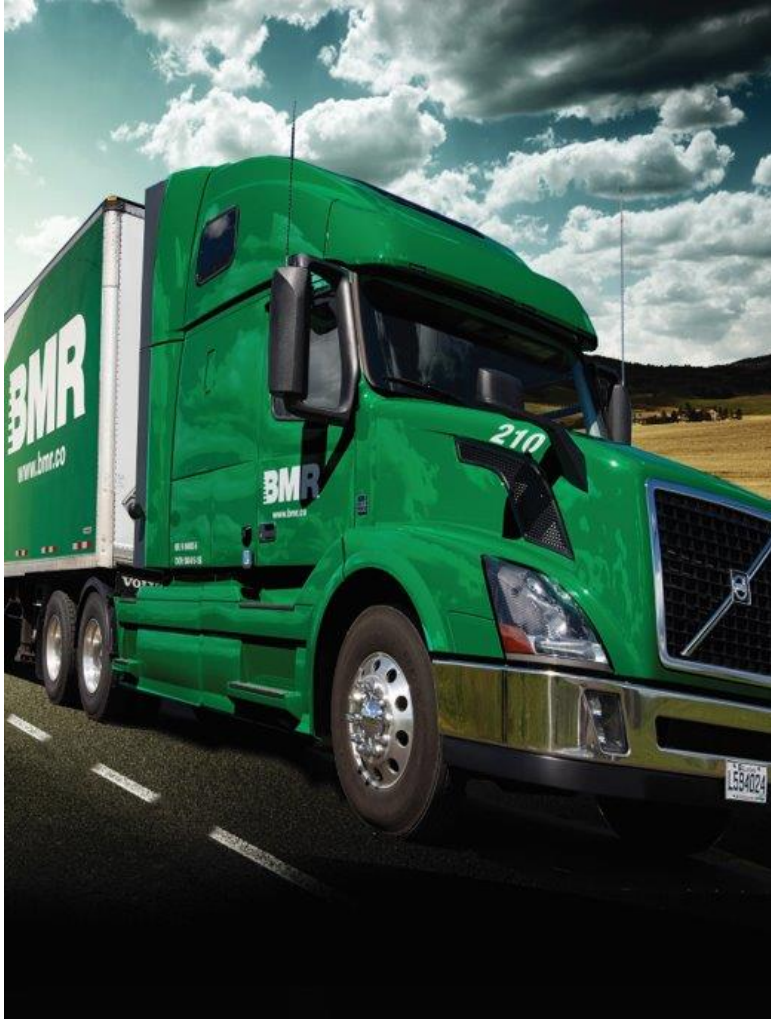


Interest rates



Housing prices

...BUT THERE ARE OPPORTUNITIES



- Customers value service - Independent Dealers offer the best service
- Customers want to « touch » and « see » products
- Local retailers know the Canadian market like no other
- Labour shortage will require more immigration and housing starts
- Being part of a group that focuses on dealers' success
- Clientele diversification (PROs, Entrepreneurs, Customers)

THANK YOU!

