

ABOUT HELLABY HOLDINGS

Hellaby Holdings ('Hellaby') is an NZX-listed investment holding company, which owns a diversified portfolio of New Zealand and Australian industrial, distribution and retail businesses. We structure our investment portfolio through four divisions – Automotive, Equipment, Packaging and Footwear.

Our vision is to be a leading Australasian investor, based on the value we add to our portfolio, the returns we deliver to our shareholders and the calibre of our people. Hellaby will generate attractive long-term shareholder value through a combination of performance improvement and organic growth in the businesses we own, and through smart acquisitions and divestments. We describe this strategy simply as 'Buy, Build, Harvest'. We seek to generate total shareholder returns superior to the NZX50 Gross Index.

We have a variable investment horizon, and our portfolio will evolve over time. We actively manage our investments through a small, lean corporate office, and decentralise leadership and performance accountabilities to our companies.

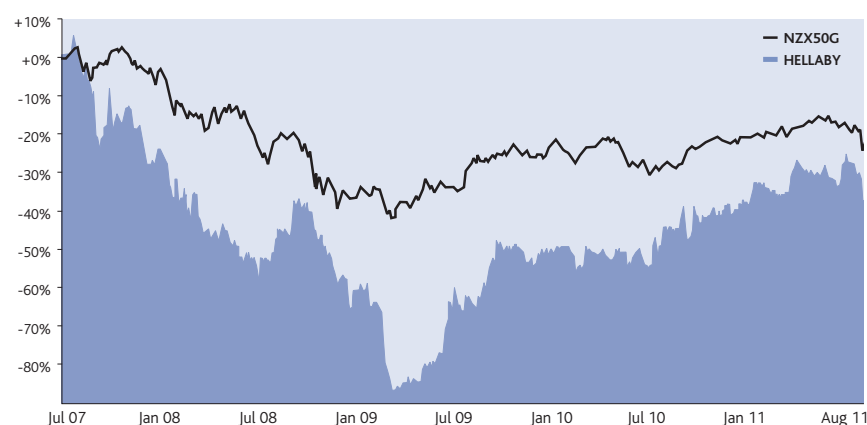
KEY FINANCIALS

	FY 2011 \$m	FY 2010 \$m	FY 2009 \$m	FY 2008 \$m
Revenue - continuing operations	469.0	457.4	480.7	520.0
Trading EBITDA	34.0	27.7	26.5	46.8
Trading EBIT	26.8	20.3	18.2	37.1
Net trading surplus	22.6	12.3	7.3	24.7
NPAT (Net profit after tax)	15.3	10.3	0.7	4.7
Earnings per share (cps)	22.6	20.3	1.4	9.3
Dividend per share (cps)	10.0	8.0	0.0	11.0
Gearing (Net debt/debt+equity)	15.5%	42.3%	55.0%	60.8%

DIVIDEND POLICY

Hellaby's dividend policy is to distribute around 50% of after tax profit (NPAT) with imputation credits attached only when they are available from taxation payments. The company also operates a Dividend Reinvestment Plan whereby shareholders may elect to receive shares in lieu of cash dividends, with the strike price for such shares being set by the company at a discount to the prevailing market value.

HISTORICAL SHARE PRICE



Hellaby share price movement (—) compared to NZX50G (—)

RESEARCH COVERAGE

Company	Research Analyst	Contact Phone	Email
First NZ Capital / Credit Suisse	Georgina Meo	+64 9 307 5726	georgina.meo@fnzc.co.nz
Craigs IP / Deutsche Bank	Selwyn Blinkhorne	+64 4 917 4342	selwyn.blinkhorne@db.com
Forsyth Barr	John Cairns	+64 9 368 0060	john.cairns@forbar.co.nz

COMPANY INFORMATION

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Website:	www.hellabyholdings.co.nz

SHARE INFORMATION

NZX Code:	HBV
Share price at 30 June 2011:	\$2.40
Shares on issue:	73,936,123
Market capitalisation at 30 June 2011:	\$177.4m
Dividend yield gross: ⁽¹⁾	5.95%
Financial year end:	June 30
Industry sector:	Investment
Indices:	NZX All Index; NZX Small Cap Index, Investment Index

⁽¹⁾ Dividends are fully imputed

REGISTRY INFORMATION

Share Registry:	Computershare Investor Services Private Bag 92 119 Auckland 1142
Telephone:	+64 9 488 8777
Facsimile:	+64 9 488 8787
Email:	enquiry@computershare.co.nz

KEY PERFORMANCE INDICATORS

Key performance indicators	FY 2011	FY 2010	FY 2009	FY 2008
EBITDA Margin	7.2%	6.0%	5.5%	9.0%
Target	7%	7%	-	-
Earnings per share (cps)	22.6	20.3	1.4	9.3
ROFE	25.3%	17.4%	12.8%	18.3%
Target	20%	20%	20%	20%
Dividends per share (cps)	10	8	0	11
Total shareholder return ⁽²⁾	86.9%	39.5%	(10.4%)	(58.3%)
NZX50G	16.0%	6.3%	(12.5%)	(24.6%)
Gearing	15.5%	42.3%	55.0%	60.8%
Target	<45%	<45%	<50%	<50%

⁽²⁾ TSR = ((Movement in share price + dividend paid)/ opening share price).
FY2011 calculation includes adjustment for the rights issue

Outpace our markets: We seek to outpace the markets in which we participate. We aim to achieve profitable market share and sales growth through innovative performance, a superior customer offering and smart investment.

EBITDA margin: measures earnings before interest, tax, depreciation and amortisation as a percentage of revenue. It reflects the extent to which cash operating expenses use up revenue. Hellaby is targeting an EBITDA margin of >7% from its portfolio, and we expect to raise this target over time.

ASSET SNAPSHOT

AUTOMOTIVE DIVISION

Six wholesale distribution businesses supply automotive and truck replacement parts, batteries, tyres and wheels to trade repairers and resellers through a network of over 70 branches across New Zealand. In addition, the group has a leading position in the Australasian diesel parts market.

AUTOMOTIVE	FY 2011	FY 2010	FY 2009	FY 2008
Revenue	162.1	157.3	156.7	159.9
Contribution to group	34%	34%	32%	31%
EBITDA	20.8	19.4	19.2	21.5
Contribution to group	53%	61%	64%	44%
Staff	541			

BUSINESS UNITS

BNT: A leading wholesale distributor of automotive and commercial truck replacement parts to trade repairers and resellers through 50 branches across New Zealand. www.bntnz.co.nz

Autolign: Specialist New Zealand wholesale supplier of automotive steering and suspension replacement parts with 9 branches. Autolign franchises 25 outlets under the *Shock Shop* brand. www.autolign.co.nz; www.shockshop.co.nz

NZ Brake Co: A leading New Zealand wholesale supplier of automotive and commercial brake parts.

HCB Technologies: A leading distributor of automotive and industrial batteries with 6 branches in New Zealand. HCB has supply/marketing agreements with 110 *Battery Town* outlets. *Battery Town* is an automotive, commercial and marine battery supply and repair network. www.hcb.co.nz

Diesel Distributors: A leading Australasian wholesale distributor of diesel fuel injection products and testing equipment with branches in Auckland, Melbourne, Sydney, Brisbane and Perth. www.dieseldistributors.co.nz; www.dieseldistributors.com.au

TRS Tyre & Wheel: A leading wholesale distributor of tractor tyres, forklift and industrial tyres and wheels with 5 New Zealand branches. www.trstyreandwheel.co.nz

Free cash flow: measures cash flow generated from operations, less net operational capital expenditure. It reflects the cash available for reinvestment or for distribution to our lenders and shareholders. We expect free cash flow to fluctuate year-on-year, but to be consistently strong.

Earnings per share (EPS): measures the company's NPAT (net profit after tax) per share issued. Hellaby's goal is to progressively improve year-on-year EPS in line with the company's performance.

Return on funds employed (ROFE): measures EBIT as a percentage of average working capital plus fixed assets (excluding goodwill). It reflects the returns we are delivering on the funds entrusted to us by our shareholders and advanced to us by our lenders. Hellaby is targeting a rolling 12 month ROFE of >20% from its portfolio, and expects to raise this target over time.

Dividends per Share: Hellaby seeks to maintain consistent dividend payments in line with the company's performance, with a current dividend policy of distributing around 50% of NPAT to shareholders.

Total shareholder return (TSR): measures the movement in share price plus gross dividend per share, and therefore the shareholder value we generate. Hellaby's goal is to consistently generate TSR superior to the NZX50 Gross Index.

Gearing: measures total net debt as a percentage of total net debt plus equity. Hellaby believes gearing of <45% over the medium term is appropriate for our investment strategy and the sectors in which we invest.

EQUIPMENT DIVISION

Two subsidiaries supply, service and lease materials handling equipment (forklifts) and construction equipment (excavators, rollers, directional drilling equipment, forestry equipment).

Equipment	FY 2011	FY 2010	FY 2009	FY 2008
Revenue	92.2	84.3	99.8	131.5
Contribution to group	20%	18%	21%	25%
EBITDA	2.6	(0.3)	0.7	10.8
Contribution to group	7%	(1%)	2%	22%
Staff	277			

BUSINESS UNITS

AB Equipment: One of New Zealand's leading suppliers of materials handling equipment and construction equipment, and one of New Zealand's largest forklift rental companies. AB Equipment has significant equipment servicing capability, and operates through a network of 16 technical service centres across New Zealand. Its brands include *Toyota*, *BT*, *Manitou*, *Sumitomo*, *Sakai*, *Vermeer* and *IHI*. www.abequipment.co.nz

Eurolift: Supplies and services *Linde* materials handling equipment and *Comac* floor cleaning equipment through 5 branches, with service mechanics operating remotely at industrial sites across New Zealand. www.eurolift.co.nz



FOOTWEAR DIVISION

Hellaby is New Zealand's largest footwear retail group, with three retail chains operating 115 stores across New Zealand under the *Number One Shoes*, *Hannahs* and *Hush Puppies* brands. It also has a small retail presence in Australia.

Footwear	FY 2011	FY 2010	FY 2009	FY 2008
Revenue	166.2	164.7	170.8	167.5
Contribution to group	35%	36%	35%	32%
EBITDA	9.7	7.0	7.7	11.2
Contribution to group	25%	22%	26%	23%
Staff	1,175			

BUSINESS UNITS

Hannahs: New Zealand's largest specialty retail footwear chain with 55 stores under the *Hannahs* brand, and 10 stores under the *Hush Puppies* brand. The Hannahs group also has 14 *Pulp* stores in Queensland and New South Wales and 2 Auckland *Pulp* stores. www.hannahs.co.nz; www.pulpshoes.com

Number One Shoes: New Zealand's largest specialist discount footwear retailer with 50 stores. www.numberoneshoes.co.nz

Hannahs **Hush Puppies**  

PACKAGING DIVISION

Elldex Packaging Group: Sources, manufactures and distributes flexible plastic packaging to the supermarket, retail, industrial, horticultural, dairy, meat, seafood and processed food sectors across New Zealand and Australia. Elldex has two extrusion, printing and conversion plants in Christchurch and Wellington. www.elldex.com



PACKAGING	FY 2011	FY 2010	FY 2009	FY 2008
Revenue	50.8	53.3	54.9	57.6
Contribution to group	11%	12%	11%	11%
EBITDA	5.7	5.6	2.3	5.2
Contribution to group	15%	18%	8%	11%
Staff	155			

DIVERSIFIED HOLDINGS

Hellaby has a 34% stake in Energy Intellect, an energy information systems provider which supplies smart metering to utilities and industrial customers. Energy Intellect has a 30% shareholding in Stream Information, which is a joint venture between Vector and Energy Intellect. www.energyintellect.com



GOVERNANCE

BOARD OF DIRECTORS

John Maasland: Non-Executive Independent Chairman
 John Williamson: Chief Executive Officer & Managing Director
 Paul Byrnes: Non-Executive Independent Director
 Gary Mollard: Non-Executive Independent Director
 James Sclater: Non-Executive Director (Audit & Risk Committee Chairman)
 Steve Smith: Non-Executive Independent Director

EXECUTIVE TEAM

John Williamson: Chief Executive Officer & Managing Director

John joined the Hellaby Board as a Non-Executive Director in 2005 and was appointed Chief Executive Officer in July 2007. He has more than 25 years experience in consumer and industrial marketing, manufacturing and distribution. His career has included leadership roles with Australasian lingerie retailer/distributor Bendon, building materials group Fletcher Building and pipeline/roading materials supplier Humes Group.

Richard Jolly: Chief Financial Officer & Company Secretary

Prior to joining Hellaby in March 2006 Richard held senior financial positions with Ernst & Young, Grocorp Pacific and Moana Pacific Fisheries. He is a qualified Chartered Accountant.

Neil MacCulloch: Chief Operating Officer

Neil is a former Chief Financial Officer of Metlifecare and Sanford, and has also held senior financial roles at Fletcher Building, Fletcher Energy and Fletcher Challenge. He joined Hellaby in July 2008, and is a qualified Chartered Accountant.

Greg Batkin: Chief Investment Officer

Greg was formerly Director, Investment Banking at Craigs Investment Partners and has previously held investment banking roles with ABN AMRO Craigs, ABN AMRO and Westpac. He joined Hellaby in August 2010.

COMPANY HISTORY

Hellaby's name originates from the iconic 19th century New Zealand meat processing and butchers firm, R & W Hellaby – which was absorbed in the 1980s into a listed investment company Renouf Corporation. The Hellaby name was later resurrected after the demise of Renouf Corporation, and Hellaby was re-listed on the NZSX in 1994 following a restructuring.

Over the following decade, Hellaby acquired a diverse range of industrial, distribution and retail businesses. Earlier acquisitions were bought at a discount and allowed the company to build value and provide solid returns to shareholders. However, the strategy faltered in the mid-2000s.

A new management team was put in place in July 2007 and later a new board. Hellaby has subsequently streamlined its investment portfolio with the acquisition of two packaging businesses and divestment of textiles, retail and petfood assets. The company has reformed its balance sheet, reduced debt gearing to appropriate levels and developed tight financial and operational disciplines across its subsidiaries.

Having completed the performance turnaround, Hellaby is now able to commence the next stage of evolution, being long-term value creation.

**HELLABY
HOLDINGS
LIMITED**

“Buy, Build, Harvest”