

Trader Product & Price Masterfile Adjustments – Overview

GSM ELECTRICAL (AUSTRALIA) PTY LTD
ACN 603 377 484

The team at Trader are implementing a variety of adjustments to our Master File during the months of September and October. These changes include catalogue number changes, new products and price adjustments – details have been sent through to the relevant people in your business for uploading into your system. Often, the detail of such increases might reach you when it's all too late, so we wanted to take this opportunity to provide a simple summary of what's happening.

PO Box 2567
KENT TOWN DC SA 5071

142-144 Fullarton Road
ROSE PARK SA 5067

Tel 1300 301 838
Fax 1300 301 778

www.gsme.com.au

October 1 Major Price Adjustment



With the surge in manufacturing costs and freight, along with forex challenges, we can no longer absorb the increases in the cost of our products and have had to move. We're keeping it as **Simple** as possible – see the general summary of our changes in the table below.

Alley Cat	No Change	Hyena	7.5 %
Bear	7.5 %	Leopard	No Change
Big 4 & 5	7.5 %	Meerkat	7.5 %
Buffalo	Various - See Below	Mistral	No Change
Cheetah	No Change	Owl	7.5 %
Clouded Leopard	No Change	Powermesh	Various - See Next Page
Cougar	7.5 %	Puma	7.5 %
Dimpala	7.5 %	Puma & Cougar USB	7.5 %
Falcon	7.5 %	Scorpion	7.5 %
Feral Cat	7.5 %	Snow Leopard	No Change
Flat Cat	7.5 %	Wolverine	7.5%
Hippo	7.5 %		

Buffalo – IP56 Switchgear

We are currently expanding our Buffalo Range significantly - so that we can be your **true alternative** when it comes to 56. It will take some time to get it right and stocks are arriving throughout the coming months. As part of this new program, we are bringing in a lot of new products, adjusting a few prices up, some prices down and even changing product codes to improve the offer. It's a 2 Stage Process: Stage 1 Happening Now and Stage 2 to come in 2022.

You will find 2 'Buffalo' documents attached to this e-mail which explain the roll out of Stage 1. Note that the Current Trader Catalogue with the furry green cover also summarises these changes (but without pricing). The pdf can be sent to your customers if you need to, but obviously keep the spreadsheet to yourself.



- **Trader Buffalo Price File – September 2021 Transition.pdf**

This pdf provides a snapshot of the current range available and the column on the left explains what has changed – if anything. Note that when a product is transitioning to a new product code - there are 2 rows for that product - the **red** is the original code which will remain available until stock is exhausted and the **green** is the new code which will replace it (eventually). Both codes will be on your system and we apologise for this, but the codes were adjusted to satisfy customer feedback. If the product code is the same in both the green and red row, then the barcode on the product is different in each row.

- **Trader Buffalo Price File – September 2021 Transition.xls**

This is the detailed spreadsheet of the above – with pricing. There are 3 Sheets, the first shows the current range with pricing, the 2nd has the new products identified and the 3rd has any changes.

Powermesh

Connected Spaces and Smart Homes continue to evolve and with that, so does our Powermesh offer. The team at GSM Innovations – previously a fellow subsidiary of GSM Electrical - developed Powermesh from scratch specifically for the Australian Market and the momentum's building. Eight months ago, the ASX listed Quantify Technology acquired GSM Innovations and renamed the new business Zimi Limited, which is exciting for the range's prospects. Whilst Trader is a major shareholder in Zimi Limited, our primary role now is to exclusively distribute Powermesh products through the electrical wholesale channel.

The changes discussed above leads me to introduce the 3 main themes of this notification:

- Some of the **Powermesh Catalogue Numbers** will be **transitioning** to a new Catalogue Number in the coming months. The same process discussed for Buffalo above applies here.
- As Powermesh and Zimi spreads its wings across the world, we feel that we need to provide a pricing model that enables everyone to compete on the same playing field. As a result, the attached file provides a **Recommended Contractor Buy Price**. Now we won't be heavily promoting this price and you are obviously free to sell at whatever price you choose to, but it is a recommendation that will be consistent across the market.
- Whilst your prices for most items remain the same, we have introduced some very, very achievable **Quantity Breaks** so that our true supporters can access competitive pricing on the Powermesh range. In a market where all costs are going up, electronic components are in hot demand and we're struggling to make units fast enough to meet demand, we also understand that the market is demanding Connected Devices at ever more competitive rates – and we're working on it. We know that the percentage margins you can earn on Powermesh won't be the ultimate in your business, but the \$'s on a Powermesh Power Point leaves a DGPO for dead – so "Mesh-Up" as up-selling is the key to everyone's success here.

2 files are attached which should provide an overview of the changes:

- Powermesh Transition – 2021.09.01 – Wholesaler
- Powermesh Transition – 2021.09.01 – Contractor

As always, the **Passionate** Trader team is here to be **Flexible** for you - our **Partners**.

There should be plenty of upside in these 3 areas for all of you... but as always, if there is some downside, then your Trader Sales Representative and Customer Relations Team are here to help.