



Investor Day

RPM AUTOMOTIVE GROUP LTD
(ASX: RPM)

PRESENTATION | MAY 2025

ersonal use only

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About RPM & Update

National Auto Coverage

In Brief

RPM business units offer wheels, tyres, accessories and apparel to both wholesale and retail (B2B commercial, industrial and consumer) customers

Successful Record Of Growth

Series of strategic bolt-on acquisitions complementing our history of strong organic growth - leveraging operational capability to best serve our customers

Scale Drives Operational Leverage

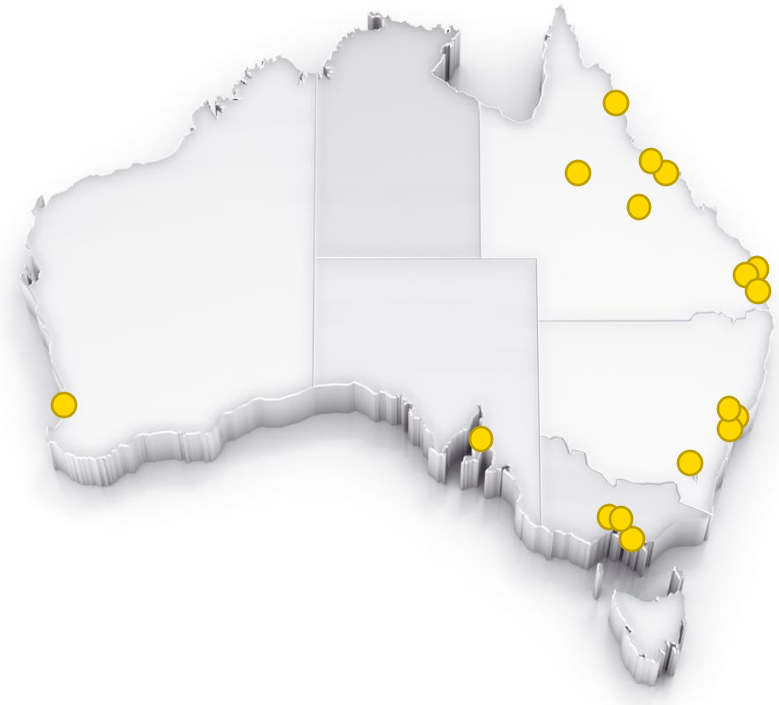
Increasing economies of scale and margins through cross-selling expanded product ranges to different customer groups

Leveraging Capability And Footprint

Adding new products, services and customers to our uniquely independent national footprint

Substantial Market Opportunity

Highly fragmented industry ripe for consolidation...demand for services outstrips supply in retail



RPM - Segment Analysis



**Commercial Tyre and Auto
Service Centres**

Retail

- Retail tyre sales
- Wheel and Tyre repairs
- Roadside assist to commercial vehicles

36% of Q3 FYTD revenue

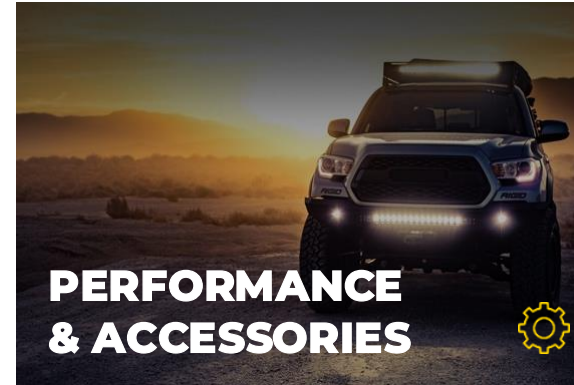


**Certified Race Safety Wear,
Suits and Helmets**

Retail

- RPM Racewear
- Exclusive distributor Motorsport safety gear (Bell, Simpson, Chillout, Alpinestars, Hans Devices & Cobra)

8% of Q3 FYTD revenue



**Bolt on Vehicle Parts and
Accessories**

Retail & Wholesale

- “Best-in-class” accessory brands
- Nationwide auto repair group
- National fleet focus

18% of Q3 FYTD revenue



**Distribution of Wheels and
Tyres**

Wholesale

- In-house brands offered across commercial, industrial and passenger
- Exclusive supply of wheels, tyres & accessories

39% of Q3 FYTD revenue

Board Of Directors & Executives



LAWRENCE JAFFE
NON-EXEC. CHAIRMAN

Co-founder of RPM

Previously CEO and Managing Director of RPM Australasia until 2015 and stepped down when the company sold off its largest division. He remained on as Non-Executive Chairman until the company listed on the ASX.

Strong financial background in private equity, mergers and acquisitions.

A significant shareholder in RPM



GRANT CARMAN
NON-EXECUTIVE DIRECTOR

Chartered accountant with over 30 years of experience in corporate finance and the Australian Capital Markets

Held senior executive positions for and acted as a corporate adviser to a large number of Australian and international companies in the financial services, automotive, pharmaceuticals, wholesale distribution, manufacturing, services, resources, technology, and telecommunications sectors



CLIVE FINKELSTEIN
CEO/MANAGING DIRECTOR

Co-founder of RPM

Over 25 years' experience in the automotive sector, having built, managed and sold companies including a parts and accessories manufacturer and wholesaler and a 4WD franchise group

Automotive experience spans international markets, manufacturing, development, wholesale, retail and franchising

A significant shareholder in RPM



REBECCA PAYNE
CHIEF FINANCIAL OFFICER

Rebecca is a qualified chartered accountant with over 20 years' experience in Senior Financial Advisory positions, having worked in multiple industries including the automotive sector and joins RPM from a very respected multi-national Truck Manufacturer.

Rebecca has extensive experience in the auto industry and has managed large teams in multi-entity organisations.

Executive Leadership Team



REBECCA BLACKLAWS
GM PEOPLE & CULTURE

A skilled people and operations management professional, with diverse experience in project management, marketing and HRIS implementation.

Experienced in and responsible for the continuous review, maintenance and embedment of best practice operational management, quality assurance and risk management across all People & Culture functions



JOE DE SENSI
GM TYRES DIVISION

Joe has over 25 years of tyre industry experience. Prior to joining the tyre industry, Joe held senior finance roles.

Joe has extensive domestic and international tyre industry knowledge and has played a crucial role in developing the RPM Exclusive tyre brand offer

Joe has a Bachelor of Business / Accounting.



BRAD GILLILAND
GM P&ACCESSORIES

Brad has over 30 years of automotive experience.

Brad has strong technical and leadership background mainly specialising in metal fabrication.

Prior to joining RPM Brad was part owner of the RPM exhaust business.

Brad has been with RPM since listing in 2019.



TULLIO SALTA
GM MOTORSPORT

Tullio has over 30 years experience in the Motorsport safety wear and products industry.

Tullio has worked his way through the Revolution Racewear business, starting as Warehouse Manager.

Tullio is responsible for the successful brand offer Revolution Racewear now has.

Financial Highlights¹

Q3 FYTD
Revenue

\$90m

+1.4% on pcp

Q3 FYTD
Gross Profit

\$31m

+4.6% on pcp

Q3 FYTD
Gross Margin

34.7%

Vs 33.6% in pcp

Q3 FY25
EBITDA

\$9.5m

+ 8.2% on pcp

Q3 FYTD
EBITDA Margin¹

10.5%

Vs +9.9% in pcp

Q3 FYTD
NPBT¹

\$5.0m

-2.8% on pcp

¹Source: All figures are management accounts and have not been audited. Such accounts are for the 9 months to March 31st

Financial Highlights Summary¹

Overall, we have experienced resilient demand for the 9 months FYTD with Revenue and EBITDA ahead of pcg

Revenue was \$89.9m up 1.4% vs pcg, noting that Performance & Accessories revenue was down due to a company divestment (\$2.5m vs pcg)

Gross Profit was \$31.2m up 4.6% vs pcg driven by sales mix, scale, price & volume increases, leading to gross margin improvement. GP Margin was up from 33.6% to 34.7%

EBITDA was \$9.5m up 8.2% vs pcg attributable to focused control on operating expenses. EBITDA Margin was up from 9.9% to 10.5%

NPBT was down 2.8% vs pcg primarily due to increased finance costs associated with the redemption of remaining convertible notes

RPM remains well within banking covenants with ample funding to cover working capital requirements and organic growth.



¹Source: All figures are management accounts and have not been audited for the 9-month period ended 31st March 2025



Strategy Update

Our Strategic Plan

OUR VISION

Delivering excellence through quality service & trusted brands in the Australian automotive market

CUSTOMER PROMISE

We are committed to having the best-in-class range of products and delivering service excellence resulting in an outstanding customer experience

OUR MID-TERM STRATEGIC GOALS

01

Become a leading auto services business

02

Focus on scaling a national network

03

Deliver first class solutions for our clients

04

Controlled focus on operating expenses

05

Build scale through adjacent growth plays

OUR GOAL

To be the market leader in the auto services industry and to provide our shareholders with substantial returns on their investment

Tracking To Plan Across Strategic Goals

01

Become a leading auto services business

to build brand equity and drive market share gains

- We anticipate sector consolidation as customers demand one reputable provider rather than multiple smaller repairers
- Source and sell top quality product at an attractive price point relative to Tier One brands, thereby providing best value alternatives for our customers
- Higher penetration of exclusive product drives differentiation in our customer proposition, and increases the defensibility and margins over time

02

Focus on scaling a national network

to offer nationalised service infrastructure

- We continue to leverage our scale to capture greater '*share of wallet*' from our national and fleet customers
- We aim to serve more of our customers needs by expanding our range of products and services
- Acquisition of strategic locations has established a connected footprint across the Eastern Seaboard
- This approach is aimed at establishing a '*national infrastructure*' where we provide superior service and a larger suite of offerings to our customers



Tracking to Plan Across Strategic Goals

03

Deliver first class solutions for our clients

by focusing on clients' essential requirements

- Our products and services reduce the machinery downtime costs for critical road transport and mining vehicles, essential for the transport and mining industries
- We continue to optimise our marketing strategy by investing in brand and diversifying into other channels
- Investing in our people. We incur material people costs, ensuring we maintain our top-quality service
- Early results of our brand investment are yielding promising outcomes, with very little churn and increased loyalty rates

04

Controlled focus on operating expenses

by systemising current processes

- Margin initiatives are tracking to plan thus demonstrated by our improving Gross Profit & EBITDA
- Product mix shift to improve returns and overall margin
- Focus on improving shareholder returns, with disciplined capital allocation
- Leverage existing infrastructure to improve return on invested capital
- Positioned to fund our growth and capital expenditures through internally generated cash flow

05

Build scale through adjacent growth plays

to capture greater value along product lifecycle

- Establishment of tyre recycling facility further enables margin capture through forward integration
- Government regulation enforces end of life (EOL) tyres to be processed domestically thus reducing landfill
- Addresses environmental challenges the industry faces which is a considerable burden on society
- Plant is operational, with near term expansion plans to increase output
- Large addressable markets at attractive incremental margin – both domestic and international



Tyre Recycling Facility

Tyre Recycling Opportunity

- Globally, 1Bn tyres are scrapped annually whilst in Australia, 56M tyres are scrapped every year
- The industry is divided into 3 categories: Passenger (40.9%), Truck & Bus (34.4%) and Off-the-road (24.7%)
- Australia produces 459K tonnes of end-of-life (EOL) tyres every year. Recovery rate for OTR tyres in Australia currently ~10%, with the remaining 90% often disposed of on-site¹
- Australia banned the export of waste or scrap tyres in December 2021, increasing demand for domestic sustainable solutions
- Industry supported by Govt. Grants including the Recycling Modernisation Fund (RMF) & Tyre Stewardship Australia (TSA) Market Development Fund
- 80% of recycled output is exported for sustainable manufacturing of product or in the creation of tyre-derived fuel
- Localised competition with no dominant player
- Anticipated increased costs, EPA regulations and customer demands will lead to sector consolidation

Source¹: Waste Initiatives, OTR Tyre: A Sustainable Future for Mining

Source²: Tyre Stewardship Australia, How to Start a Tyre Recycling Business in Australia

Tyres scrapped globally

1Bn

Primary markets US, China & Japan

Scrapped End of Life Tyres in Australia pa

56m

Passenger, Truck & Bus & OTR

Australian Registered Road Vehicles

21m

Cars, Trucks & Buses

Australia Tyre Waste Generated

459k²

tonnes per annum

Opportunity in Tyre Recycling Contd.

The implementation of our tyre recycling program - capitalising on our existing distribution platform to capture greater value across the product lifecycle...



The industry is undergoing a “once in a generation” consolidation opportunity



As a major player in the tyre industry, we are well placed to become a dominant player



Our competitive advantage is our ability to employ reverse logistics



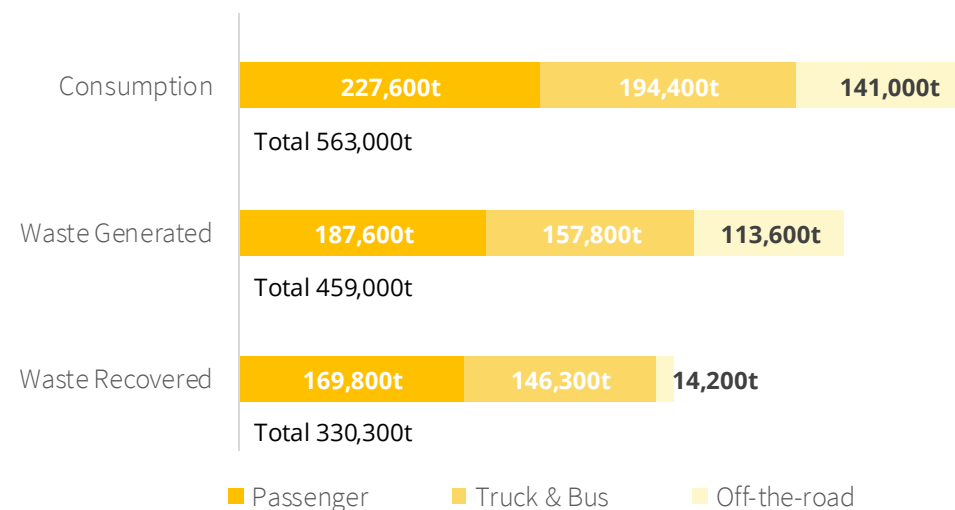
Fully funded to execute organic growth plans



Building a platform for growth to capture adjacent expansion opportunities

Australian tyre recycling is a sizeable industry, at full capacity RPM has a small market share (<5%) with plenty of room for growth...

Australian Tyre Industry (Tonnes)¹



Aiming to address the substantial EOL tyre waste generated in Australia, where a significant gap remains between the volume of waste produced and the amount successfully recovered

Source¹: Waste Initiatives, How to Start a Tyre Recycling Business in Australia

Tyre Recycling Process

Recycling Stages

01

EOL Tyre product is separated at the recycling facility

Tyres delivered / collected from retailers. Waste separation process begins

02

Shredding process conducted by heavy duty equipment

Tyres are shredded into crude rubber pieces

03

Steel wire and rubber separation process conducted

Multiple materials within a tyre must be extracted

Rubber and fibre separation undertaken

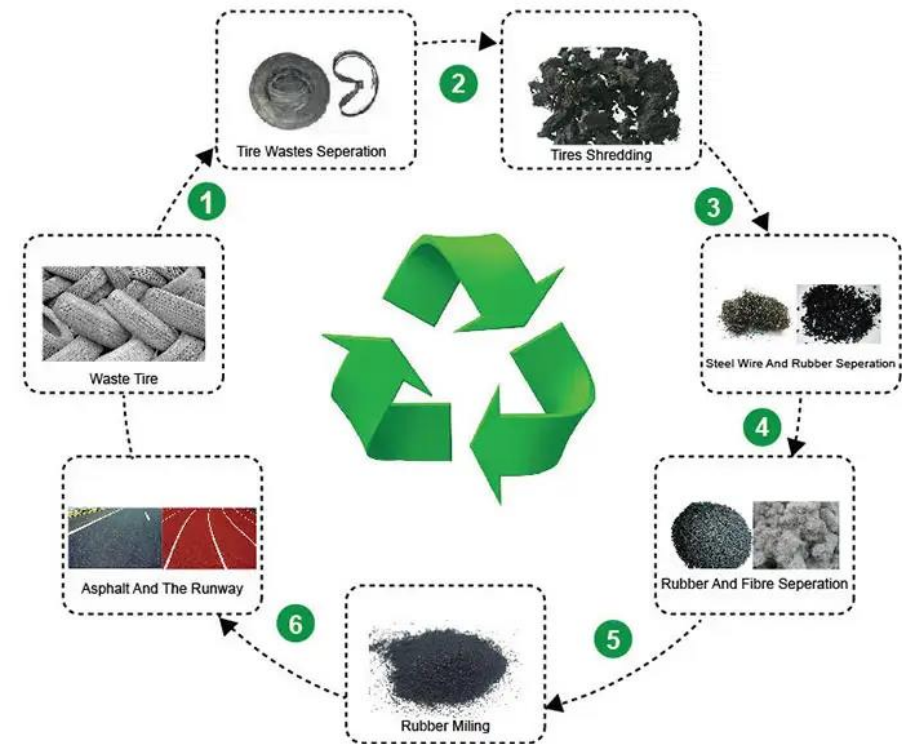
Curing & milling the rubber softens the material

Product is then turned into fine rubber crumb

Product processed into a useful workable form

End product turned into various applications

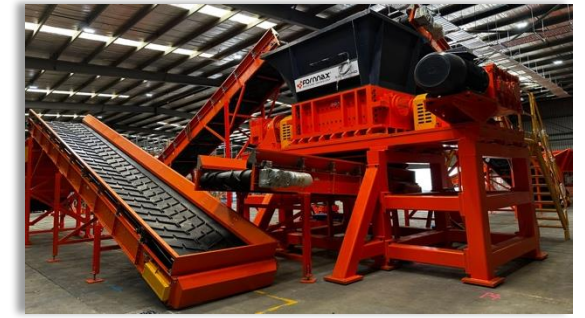
End-product processed for use in a variety of applications



Tyre Recycling Facility - Campbellfield, VIC

- Address - 172 Barry Road Campbellfield, VIC 3061
- Tyre Recycling Facilities
 - Stage 1 - 3,500 sqm warehouse
- Key Equipment Purchased
 - Award winning premium machinery in place with proven international track record
 - Local engineers conducted install and machinery fit-out
- Capital Cost ~\$4m employed to fund the development of tyre recycling. Currently processing >180 tonnes pw of EOL tyres, with scope to increase to >300 tonnes pw
- Full production capacity equates to <5% Aust. market share
- Tyre shred is primarily exported
- End use: road infrastructure, feedstock for molded products; low grade diesel fuel for industrial kilns, mills and power plants
- ISO Certification in progress
 - ISO 9001: 2015 Quality Management
 - ISO 14001: 2015 Environmental Management
 - ISO 45001: 2018 Health & Safety certification [OH&S]

Source: Eldan Recycling, Tyre Recycling Solutions – Plant Overview





Outlook

Outlook

FYTD trading has improved compared to the prior year (excluding one off costs and the sale of subsidiary). Moving forward we are focusing on the following strategic imperatives:

- National Fleet business
- Tyre Wholesale Division expansion (both geographical and operational)
- Rolling out of Tyre Recycling Program

New director appointment is in the final stages. Seeking skillset to compliment current board expertise

Continued optimisation strategy to maximise the value of each division whilst building a smarter more sustainable business model

Accelerated increase in cross selling between our wholesale, retail and recycling businesses

Once we have refined the tyre recycling model to consistently extract value, we plan to expand this model by rolling out additional sites across the country

FY25 Guidance - Revenue of ~\$120m and EBITDA between \$12m - \$13m





Appendix

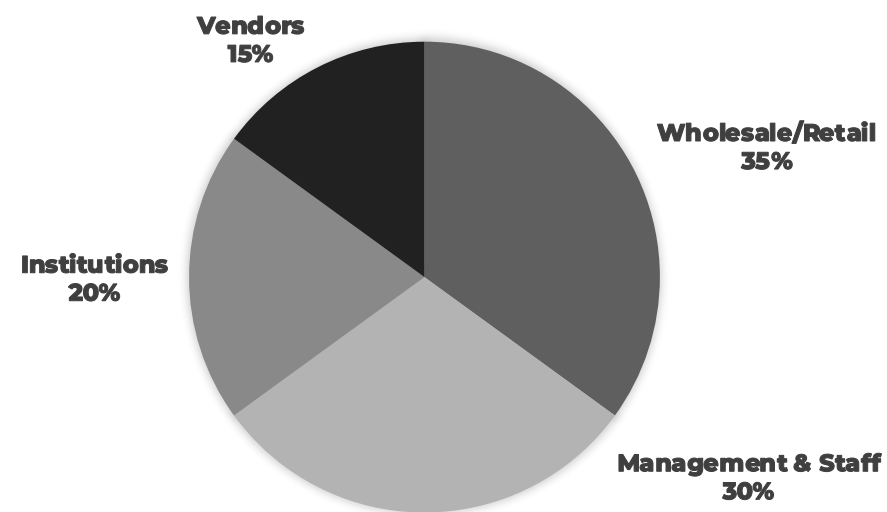
Corporate Snapshot

Capital Structure – 21st May 2025

Shares on Issue	271m
Options (Exp 08/25 @ \$0.10)	96m
Share Price	\$0.054
Market Capitalisation	\$14.6m



Register



Major Shareholders

Clive Finkelstein (CEO)	~10%
Lawrence Jaffe (Non-Executive Chairman)	~10%
DMX Capital Partners	10.8%
Briar Place Pty Ltd	3%

Important Notice & Disclaimer

Overview

This document is issued by RPM Automotive Group Limited ACN 002 527 906 RPM ("RPM Automotive" or "RPM") on 22 May 2025.

Summary Information

This document contains summary information about RPM Automotive and its associated and proposed associated entities and their activities as known by RPM Automotive at the date of this document. The information contained in this document is of general background and does not purport to be complete. It should be read in conjunction with RPM Automotive's periodic and continuous disclosure announcements lodged with ASX which are available at www.asx.com.au

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MEDIA & INVESTORS
E: INVESTORS@RPMGROUP.NET.AU

RPM AUTOMOTIVE GROUP LTD
(ASX: RPM)

www.rpmgroup.net.au