



JB HI-FI LIMITED  
LEVEL 4, OFFICE TOWER 2  
1341 DANDENONG ROAD  
CHADSTONE VIC 3148  
ABN: 80 093 220 136  
www.jbhifi.com.au

**COMPANY ANNOUNCEMENT**

**28 November 2012**

**JB Hi-Fi announces the launch of JB HI-FI “HOME”**

JB Hi-Fi Limited today announces the launch of JB HI-FI “HOME” concept stores. These stores will range all of the products that customers love from JB Hi-Fi plus “HOME”, signifying a full range of whitegoods, cooking and small appliances. Initially, these home entertainment and appliance super stores will be located at the Company’s existing larger homemaker centre sites where it sees “HOME” as a logical extension to its current entertainment categories.

JB Hi-Fi CEO, Terry Smart, said “We have a strong and successful JB Hi-Fi store model with a significant amount of growth ahead of us as we continue our store rollout program. We believe however that the strength of the JB Hi-Fi brand can be further leveraged to enable us to capture some of the circa \$4 billion home appliances market. Today we have existing supplier relationships, buyers, merchandising capability and most importantly passionate and skilled appliance sales staff, all gained through the eight years of operating the Clive Anthonys stores.”

“We will always be very protective of the JB Hi-Fi brand and what it means to our customers. As such, we will ensure that the “HOME” stores will continue to carry a full range of JB Hi-Fi’s existing categories but with the addition of home appliances. Focus will be placed on ensuring the shopping experience within the “HOME” stores remains engaging and supports the powerful entertainment offer we have today.” Mr Smart added, “The JB Hi-Fi brand is known for its customer engagement, value, range and service; this will now extend into these new categories.”

Whilst confident on the success that can be achieved with these new concept stores, the Company will initially conduct a low risk and measured trial in Queensland with the initial conversion of four homemaker centre stores. Two more stores will follow in the New Year. This localised trial will give the Company the ability to not only test the “HOME” concept but to also ensure that it does not impact the strong customer engagement that exists with the traditional JB Hi-Fi stores. As these stores already exist today in the Clive Anthonys format, it will require minimal capital expenditure to achieve this trial. The Company will soon also launch a new dedicated e-commerce site allowing customers to both research and buy online.

Assuming a successful trial of these stores, the Company sees the opportunity to rollout JB HI-FI “HOME” to selected stores at its existing homemaker centre locations around Australia. The number of potential locations will be determined once the Company gains information from the Queensland trial.

“Recently we have seen a lot of consolidation taking place within the home appliances category as companies with less efficient and higher cost bases struggle to remain relevant and competitive. Our low cost of doing business enables us to deliver low prices and, with our strong focus on customer service, JB Hi-Fi is well positioned to take advantage of this opportunity and be successful in the home appliance market.” said JB Hi-Fi CEO Terry Smart.

\*\*\*\*\*

Media & Investors:  
Terry Smart  
Chief Executive Officer  
03 8530 7333

Investors:  
Richard Murray  
Chief Financial Officer  
03 8530 7333

For personal use only