

MASTERCRAFT PLUMBING

MASTERCRAFT KITCHENS

MASTERCRAFT ELECTRICAL

Welcome – New Licensees

Dr Hamish Ross & Samantha Winn

Elite Kitchens and Cabinets – Papakura

Mastercraft Kitchens Auckland South East

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MASTERCRAFT KITCHENS

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Today's Agenda

- Marketing Update
- Farmlands card
- New GHB Pricing Opportunity
- LSC Update

Morning tea

- Around the Traps
- Managing the Funnel

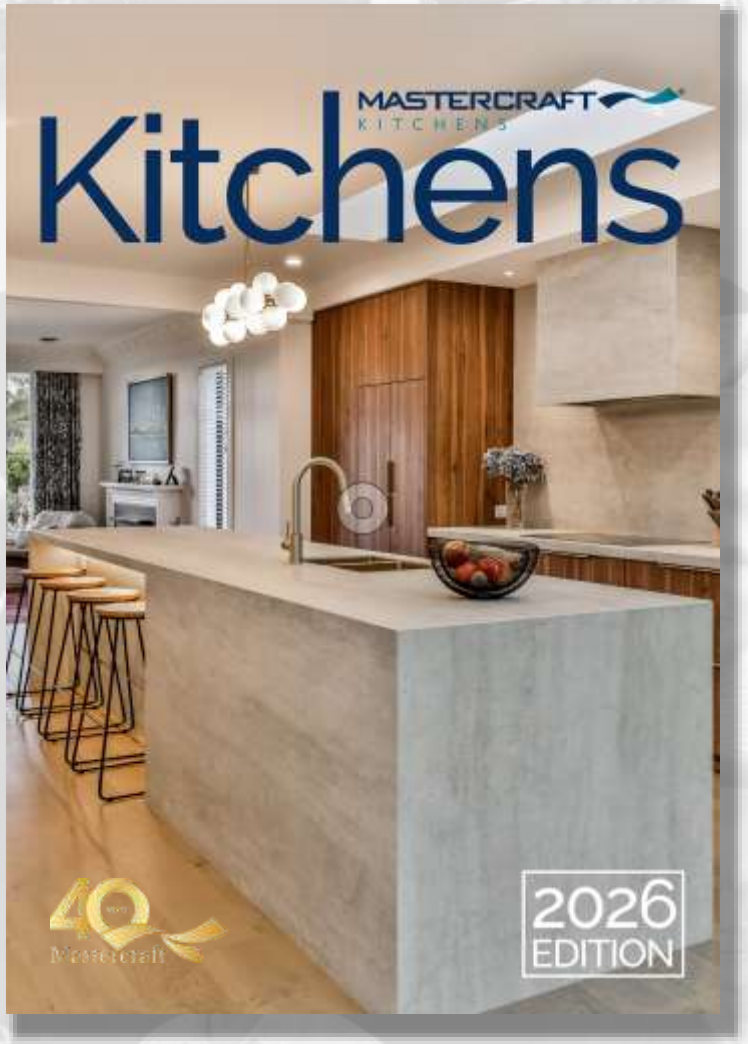
Marketing Overview

- Overview of 2025/6 Activity (What did we do?)
- Results and Statistics (How did we do?)
- 2026/7 Strategy & Plan (What are we doing next?)

History



Look Book





Noir Desire

When Michelle and Mike Williamson began building their Palmerston North home, they turned to designer Josh Cooper from Mastercraft Kitchens Palmerston North for a kitchen that was both minimalist and highly functional. What emerged is a sleek, striking space that proves sometimes less is truly more.

Rejecting the idea of a walk-in pantry, Josh instead designed a kitchen that incorporates all the storage and efficiency the couple needed within the main footprint. The cabinetry — a combination of Melteca Storm Pearl and Prime Hickory Walnut Timberland — blends muted greys with warm timber tones for a balanced aesthetic.

The Laminam Noir Desir benchtop brings drama to the design with its deep veining, while the Prime Florentine Walnut wood adds a natural counterpoint. Clever use of the window as a splashback ensures both light and views are maximised.

Handles are kept understated, with oblique profiles on base cabinets and brushed anthracite profiles on tall doors. LED strip lighting controlled by hand sensor creates a modern, seamless feel.

The result is a minimalist kitchen that feels anything but sparse — a space that is both striking and thoroughly practical.





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NZHG



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Plan your dream kitchen

Download the Mastercraft Kitchens **free renovation guide** to help you plan your dream kitchen with confidence. This guide takes you through the fundamental steps, including consents, timeframes and all the things to consider. Whether you're remodelling or starting fresh, it provides essential insights into the renovation process and helps you prepare for your journey.

Download now



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Free 2025 Kitchens look book

Whatever kitchen project you have in mind, find ideas an inspiration in the FREE 2025 Mastercraft Kitchens Look Book! Browse bespoke kitchen designs, innovative layouts, and must-have trends. From sleek modern aestheticss to cozy rustic vibes, discover inspiration for your dream kitchen.

Find out more





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KBQ





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KBQ



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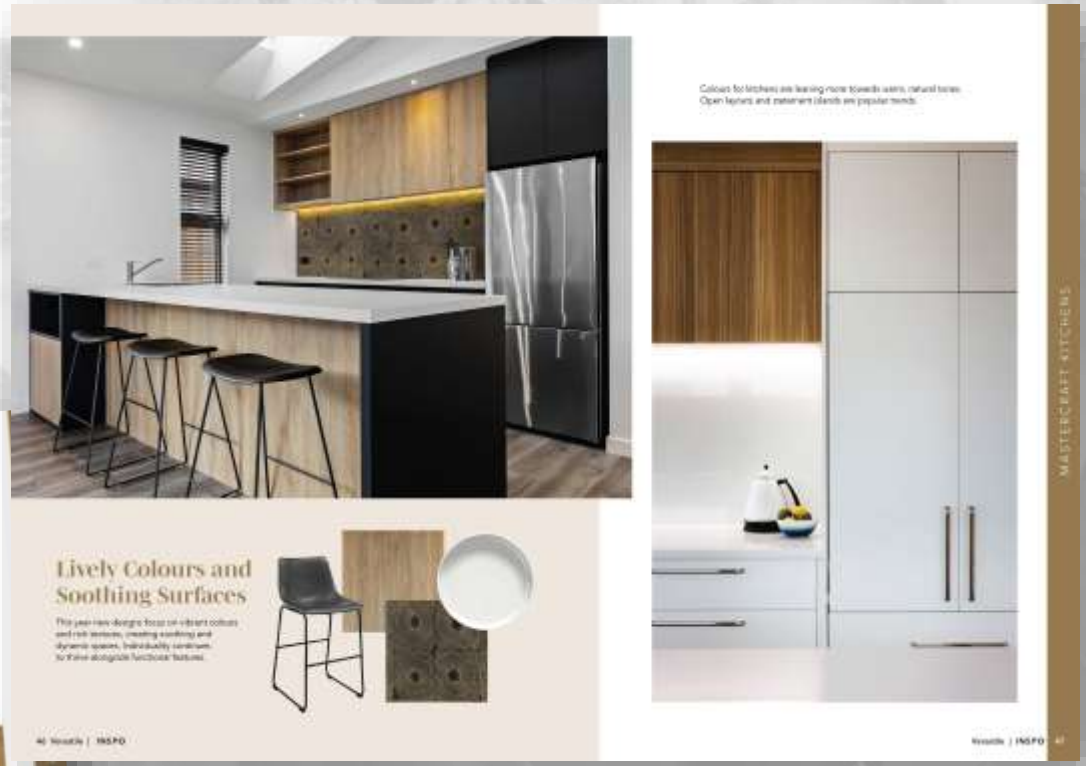
KBQ



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Versatile





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Signature

Heart of the Home

MASTERCRAFT KITCHENS

It's no secret the kitchen is the heart of the home—a place where style meets everyday function, and where real life naturally unfolds. As the central hub of the home, the kitchen was designed for connection—whether that's casual family breakfasts, weekend entertaining, or simply soaking up the bay views with a morning coffee.

In the Atkin build, the custom kitchen design reflects this perfectly—warm and welcoming, with an effortless sense of refinement that suits the home and its setting. Polished concrete-look floors ground the space with modern edge, while light wood cabinetry adds a soft, natural touch. The result? A modern rustic aesthetic that feels equal parts relaxed and sophisticated.

Tucked into the social wing of the home, the kitchen flows easily into dining and living areas, creating one seamless space for cooking, gathering, working, and unwinding.

Mastercraft worked hand-in-hand with the homeowners to design a kitchen that doesn't just look beautiful—it lives beautifully, too.





Supplier	Mastercraft Kitchens
Cabinetry: Melinca Planked Urban Oak	
Splashback: Laminex Ambassi Bianco a Spacco	
Island: Solid timber bistro American Oak	

A kitchen made for life's moments.



FEATURED HOME

Mastercraft Services:

- One-on-one design consultations
- Custom kitchen & cabinetry planning
- Selection of premium materials and finishes
- Custom storage solutions tailored for you
- Expert project management & installation

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TVNZ



November:
Impressions: 258,269
Total Visits: 355

September:
Impressions: 255,013
Total Visits: 417

July:
Impressions: 216,133
Total Visits: 355

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Trends Property



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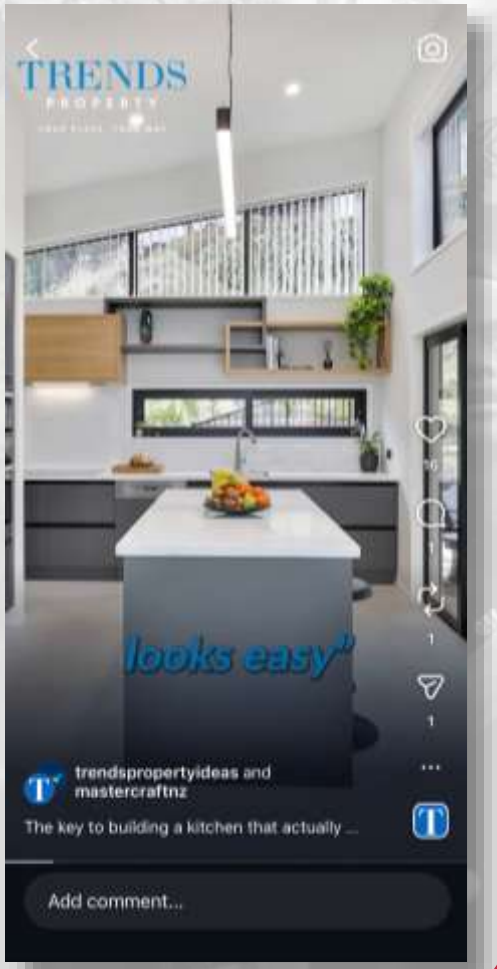
Trends Socials



VIEWS: 724



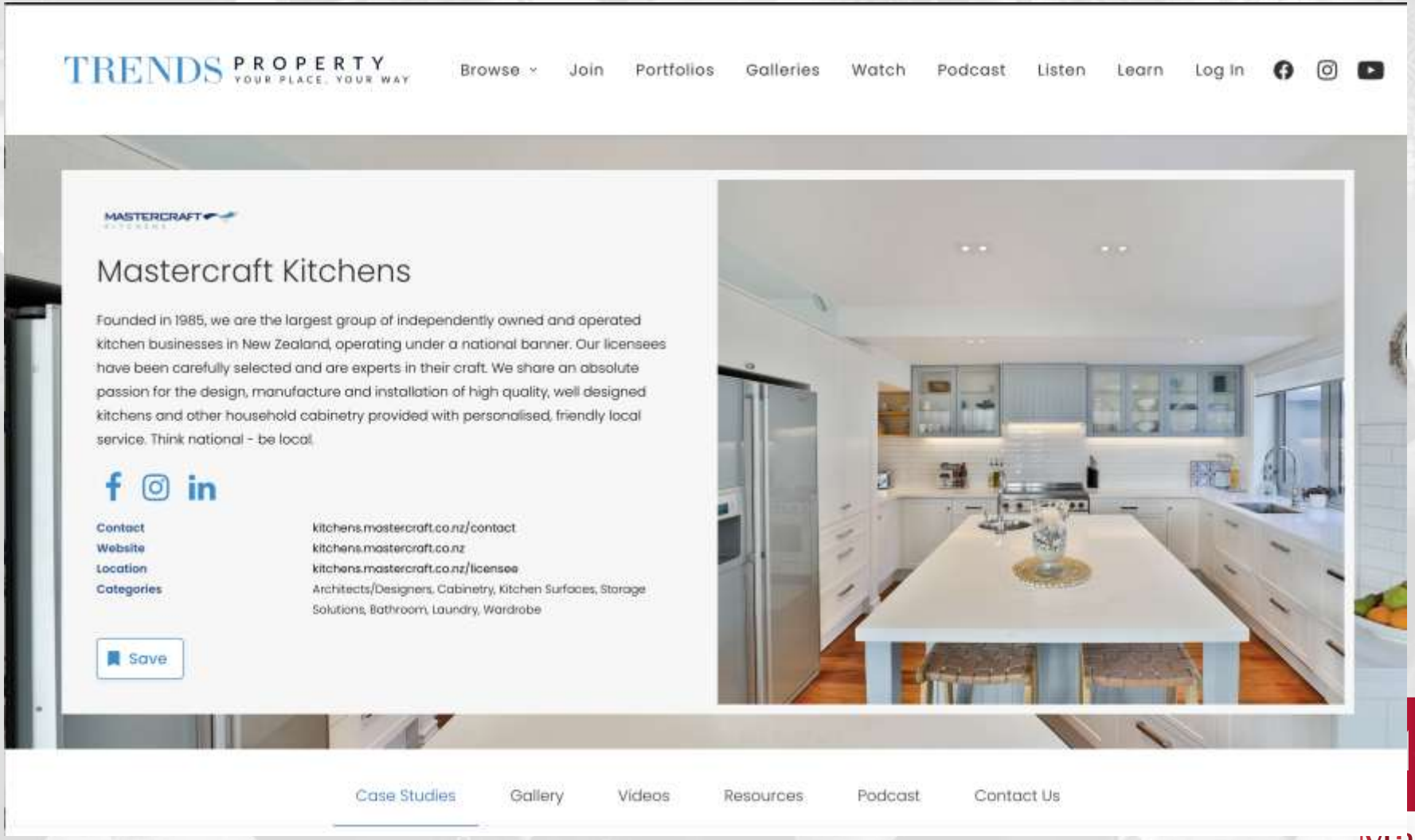
VIEWS: 489



VIEWS: 722

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Trends Property



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Social Media



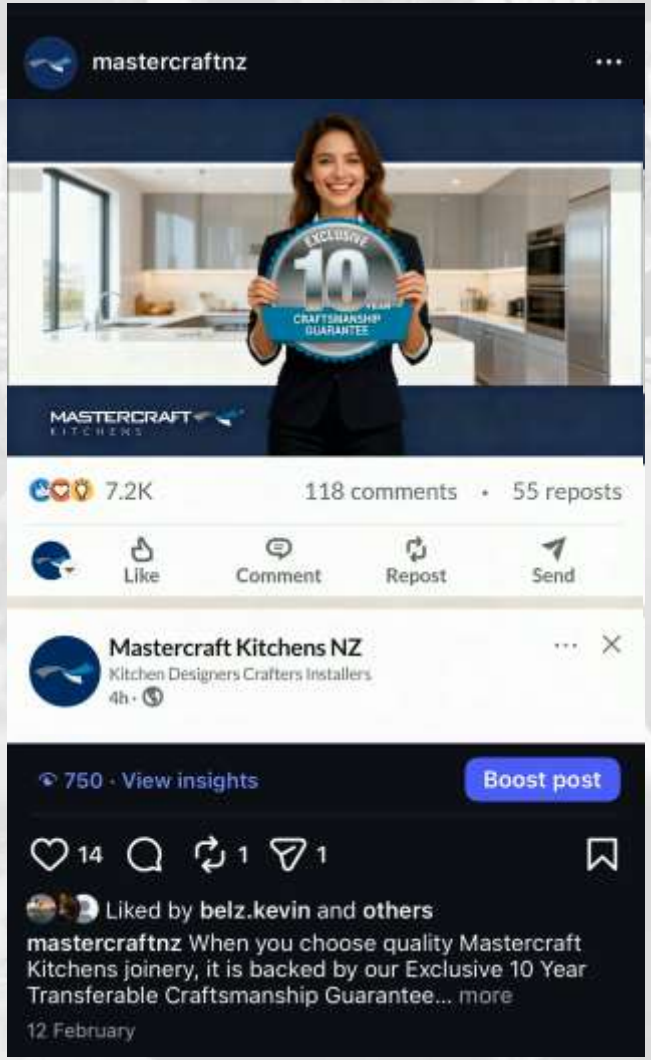
COLLABS over TAGS

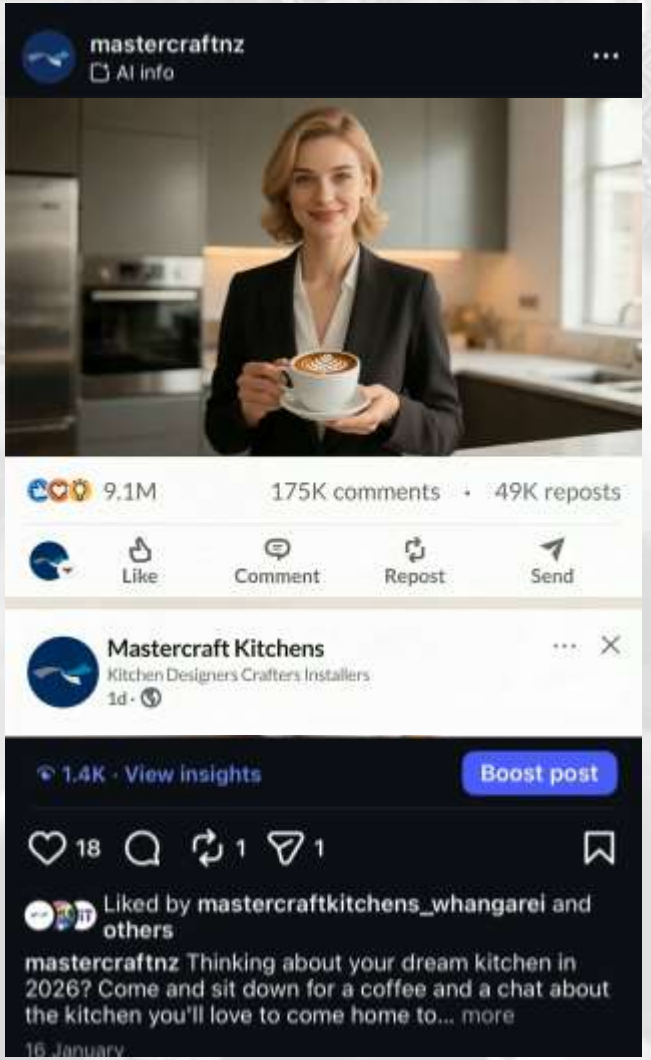


Teams!

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Social Media





AI Content

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Paid Ads – Google & Meta





META ADS

Implemented Display ads, for a wider range of screen sizes.

Complements our longstanding Google Ad campaigns

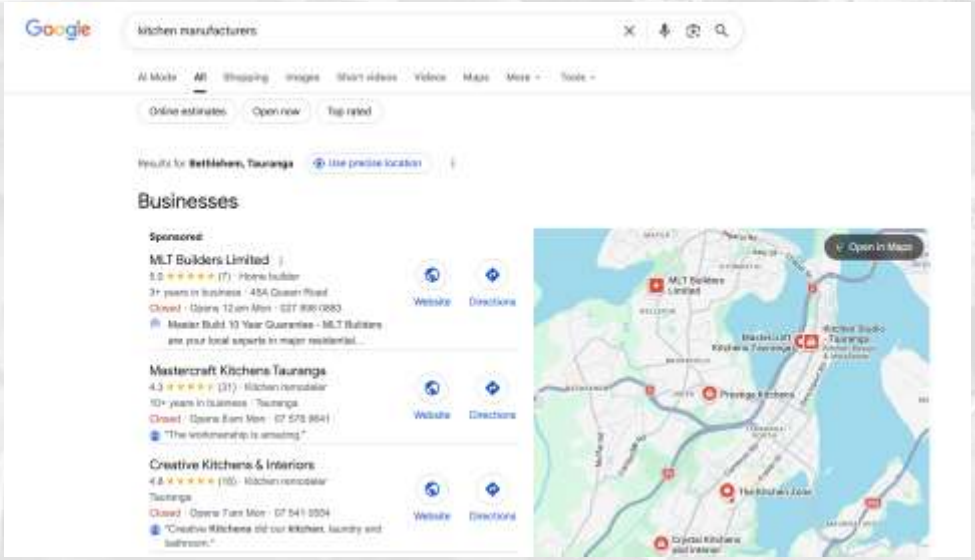
- Location
- National Brand
- Remarketing

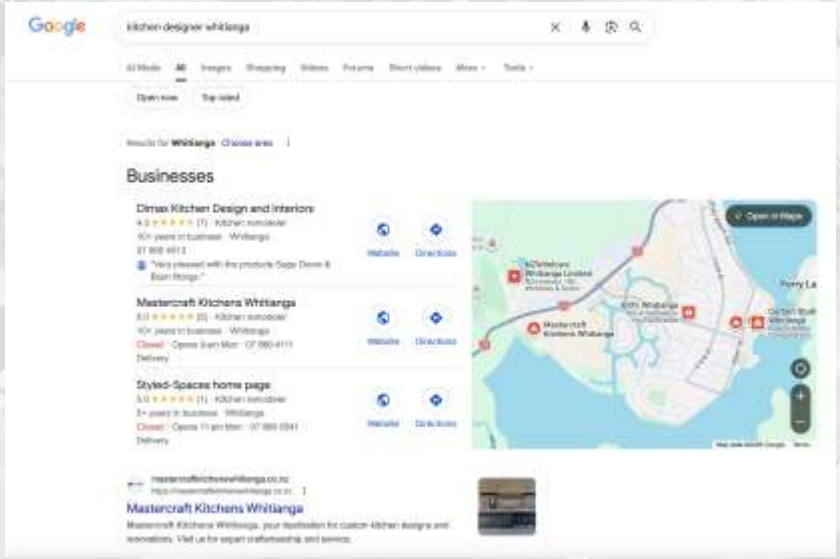
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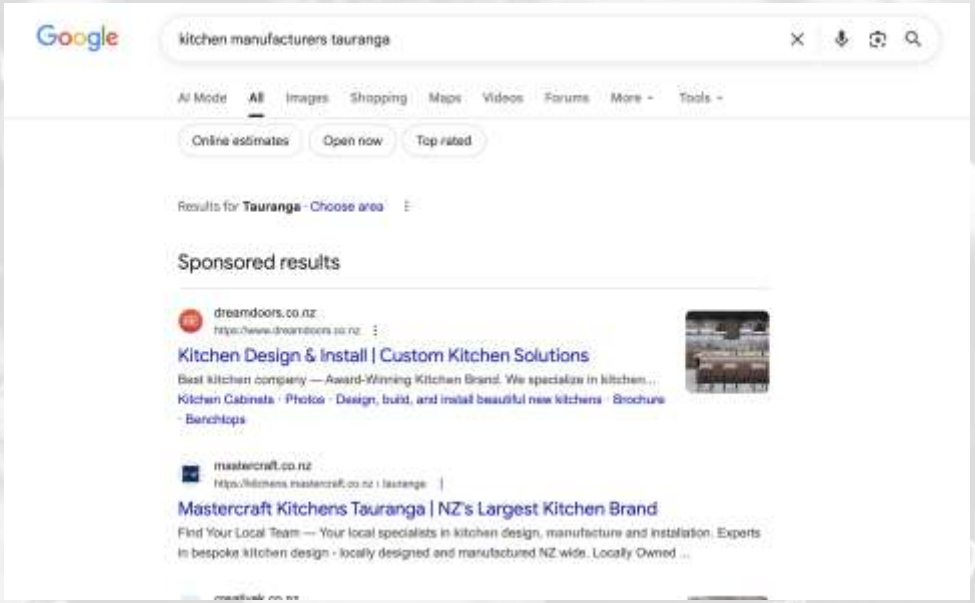
Present

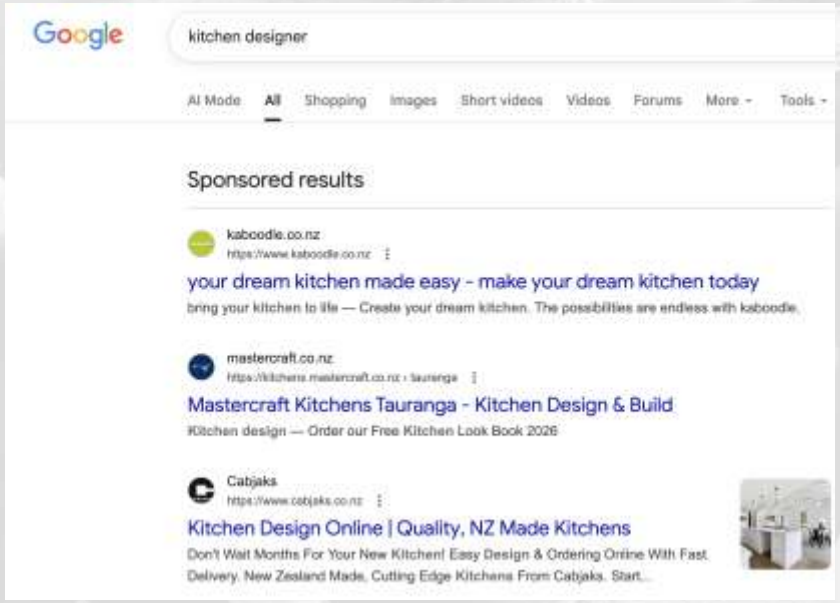


Google Search Examples



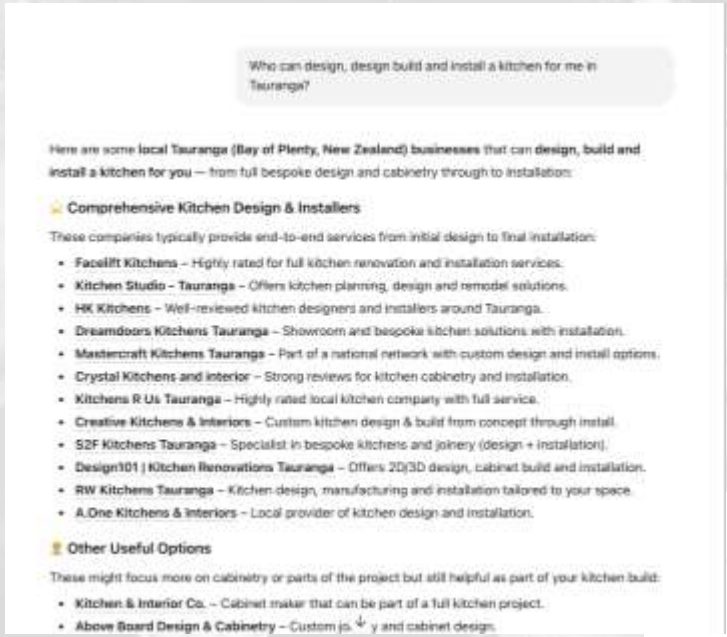


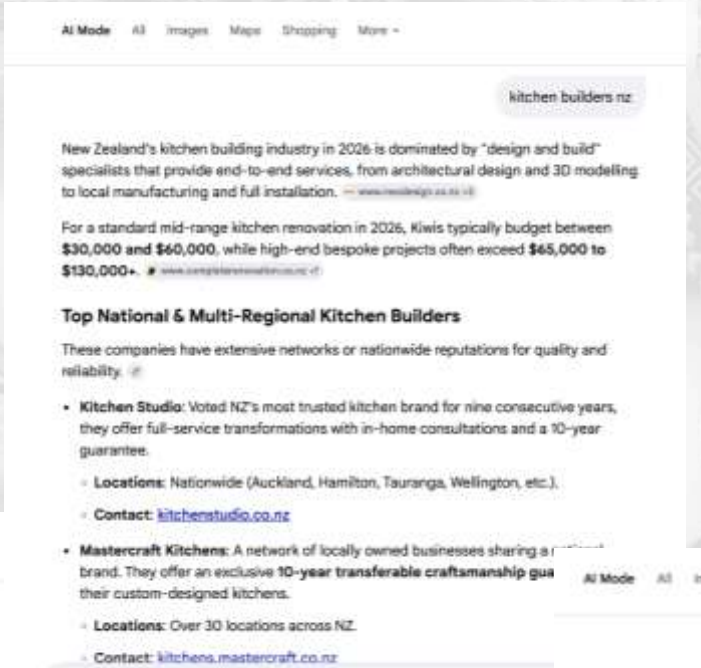


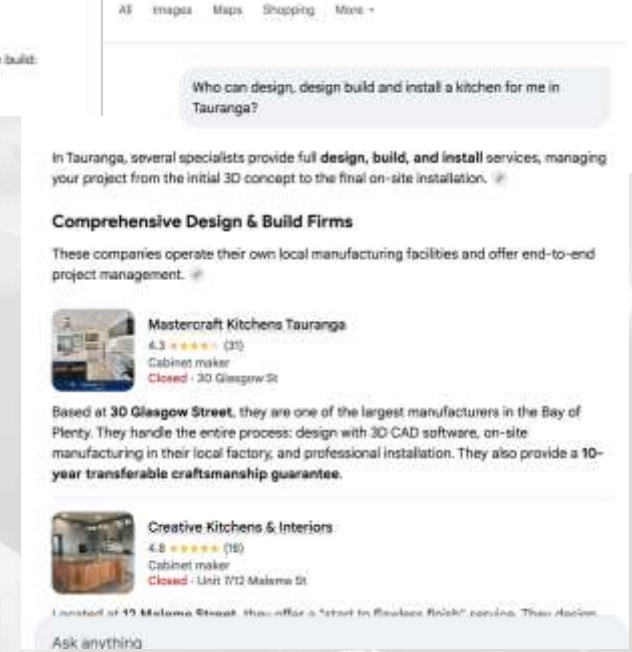


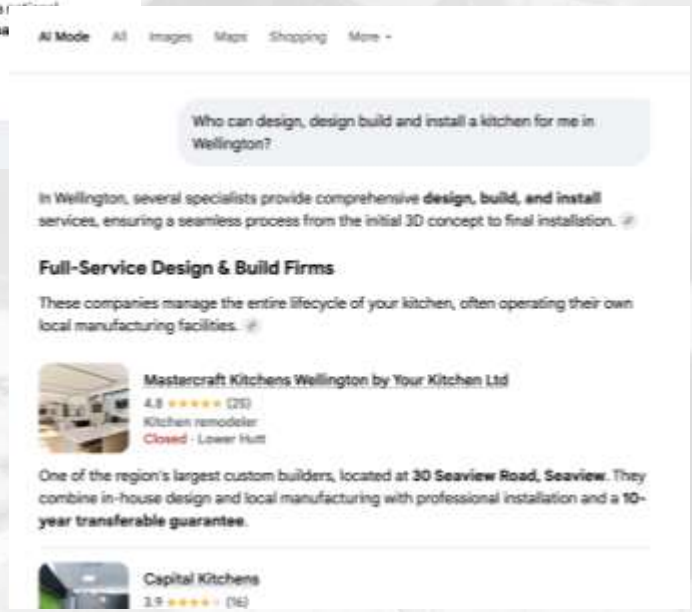
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Google AI & Chat GPT

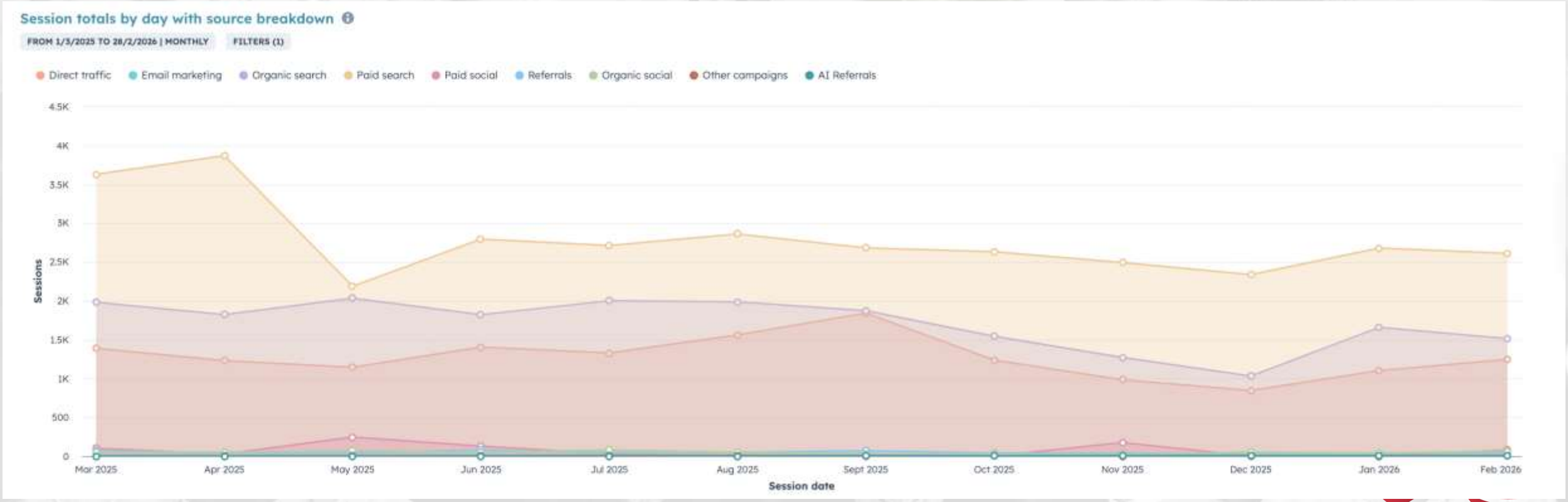






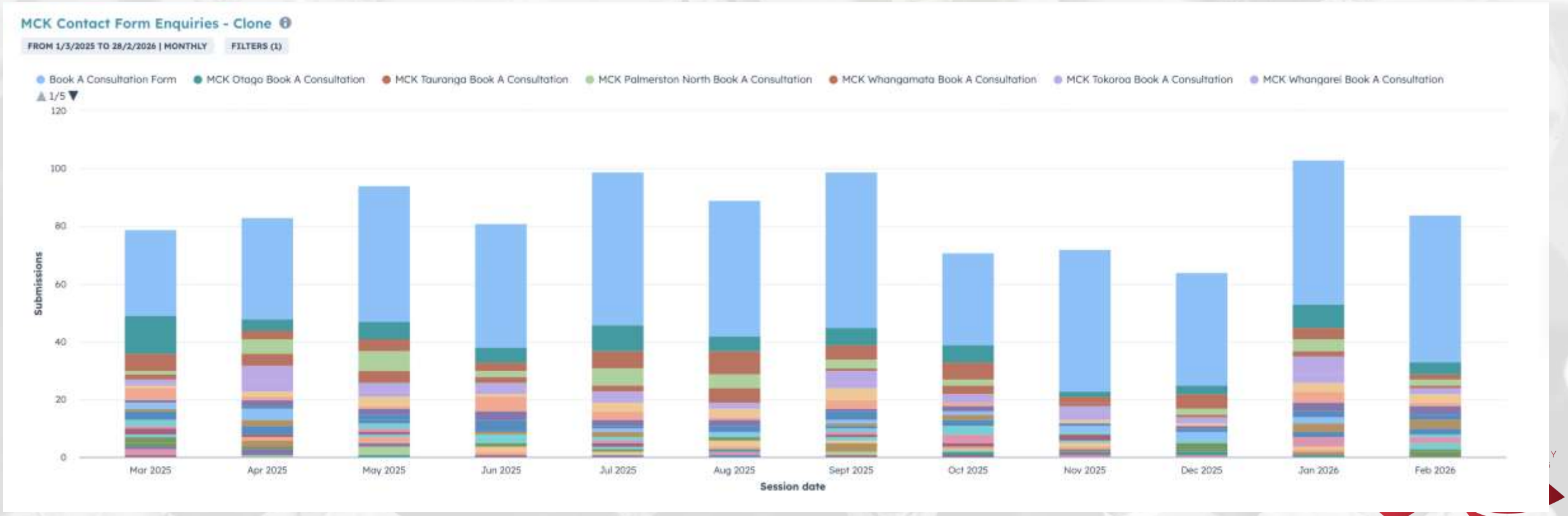


Hubspot Results – Website Sessions March 25 – Feb 26



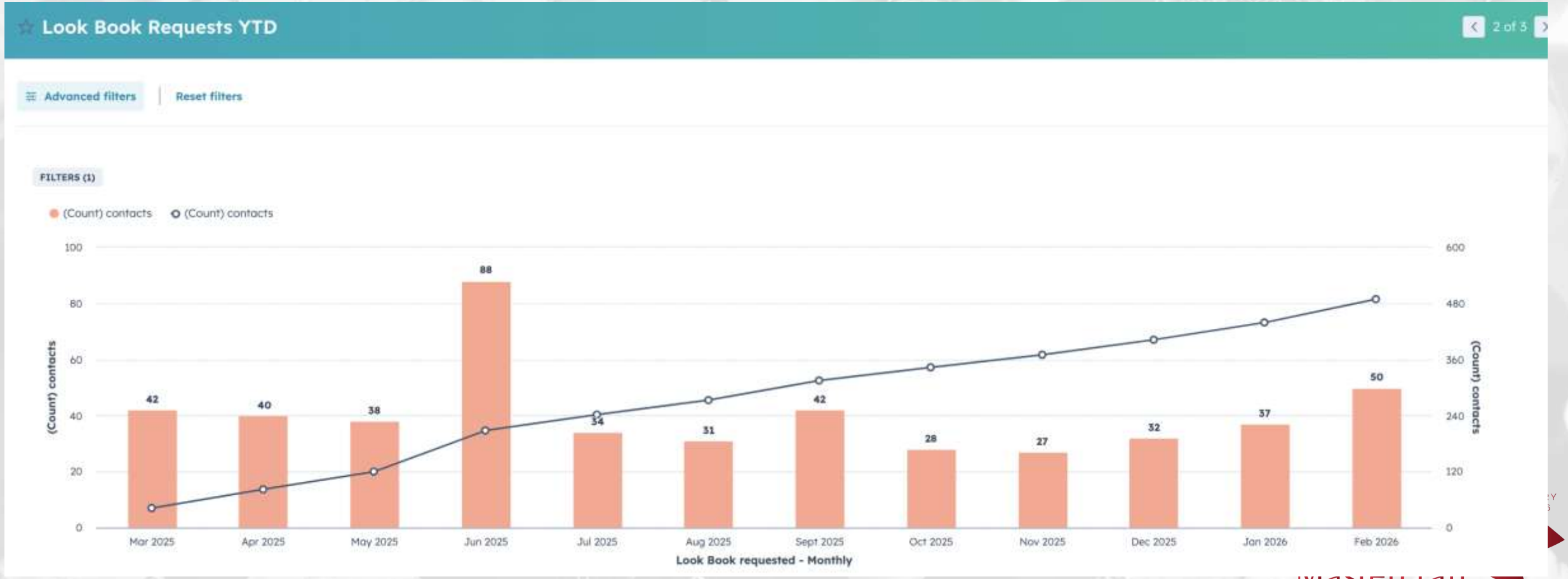
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Hubspot Results – Website Enquiries March 25 – Feb 26

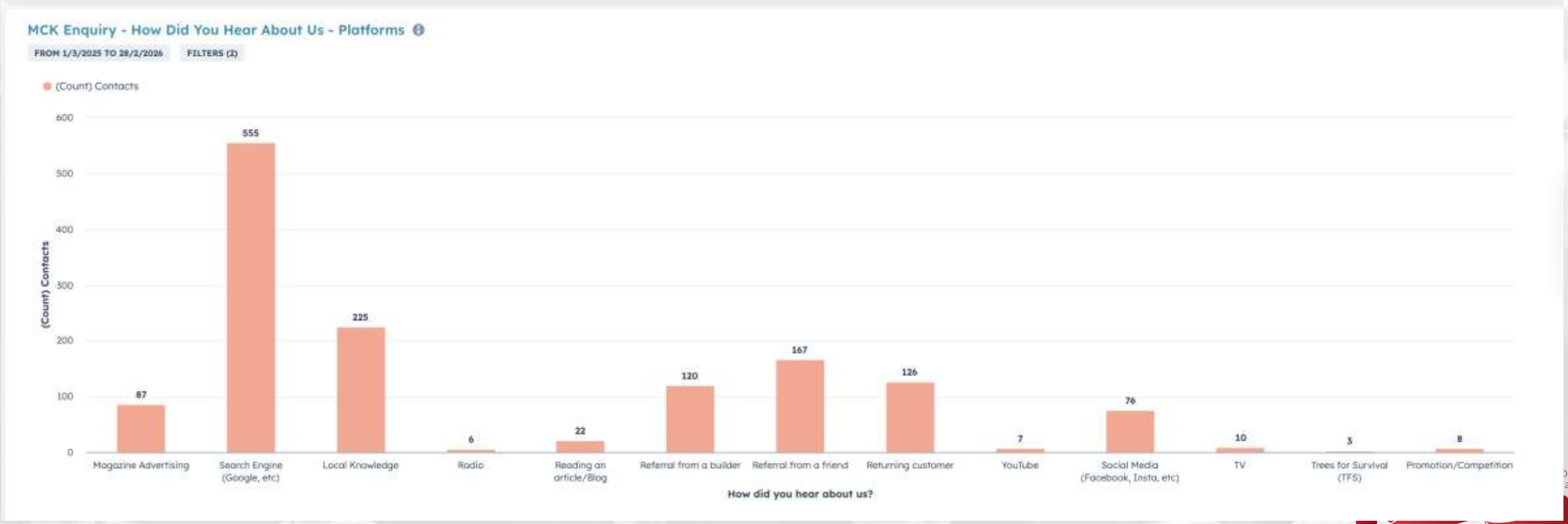


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Hubspot Results – Lookbook Requests March 25 – Feb 26

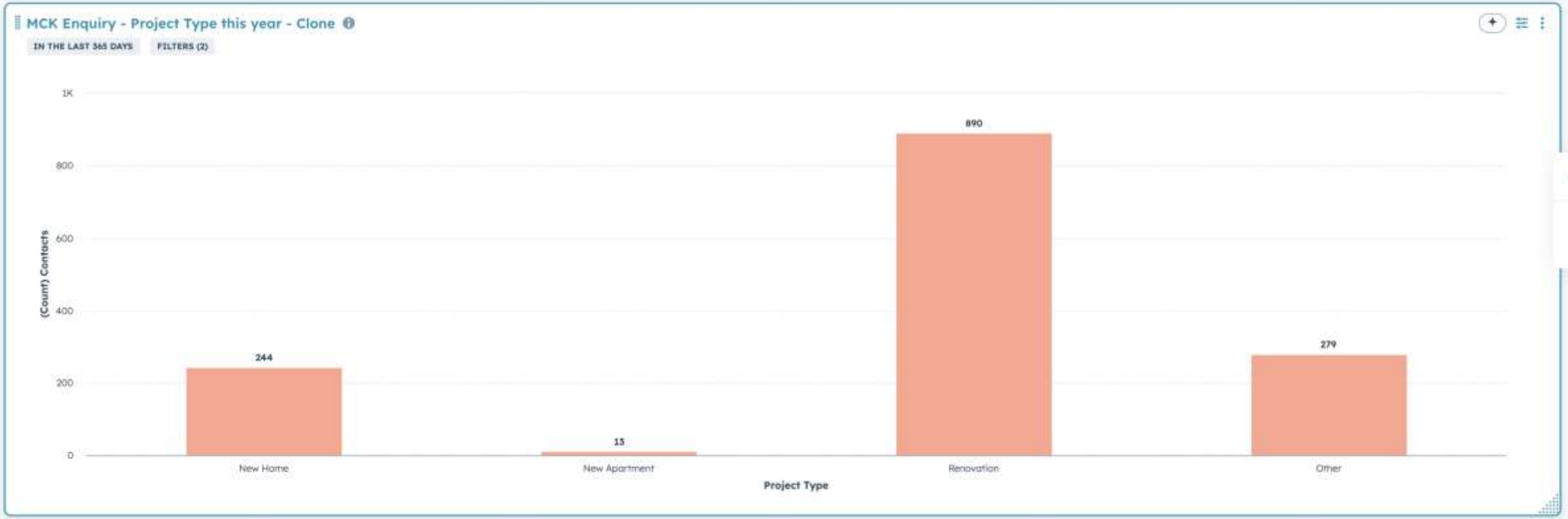


Hubspot Results – Platform March 25 – Feb 26



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Hubspot Results – Project Type
March 25 – Feb 26



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Future



Five-Year Strategic Plan



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Five-Year Strategic Plan

Strategic Context

Br[illegible]wareness (2025 baseline survey)



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Unprompted	Prompted
4%	52%

Strong prompted awareness, weak spontaneous recall
→ brand not top-of-mind

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2026 Plan

- Full rollout of review feeds across licensee pages.
- Launch NPS survey automated at Guarantee registration via HubSpot
- Expand content with GEO-friendly hubs (cost guides, design trends).
- Deploy schema markup across kitchens.mastercraft.co.nz and location pages.
- SEM: adopt AI bid management and refine targeting.
- Paid social: testimonial-driven content.
- Launch “Mastercraft Trust Index” – 40 Year Heritage campaign

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Social Media
From the locals to national, Eg collaborations across the country

- This is where best engagement sits,
  Builds profile that we have a network



GEO AI
SEO SEM

- We've dabbled, we've learnt things, we've engaged experts, we've developed a strong intention to drive this forward
- Strengthen Keyword implementation
- Reviewed meta tags

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History Making Website Upgrade

- Stronger national platform
- More powerful local presence
- Simpler systems
- Smarter marketing

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Think National, Be Local

NATIONAL CREDIBILITY

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LOCAL TRUST

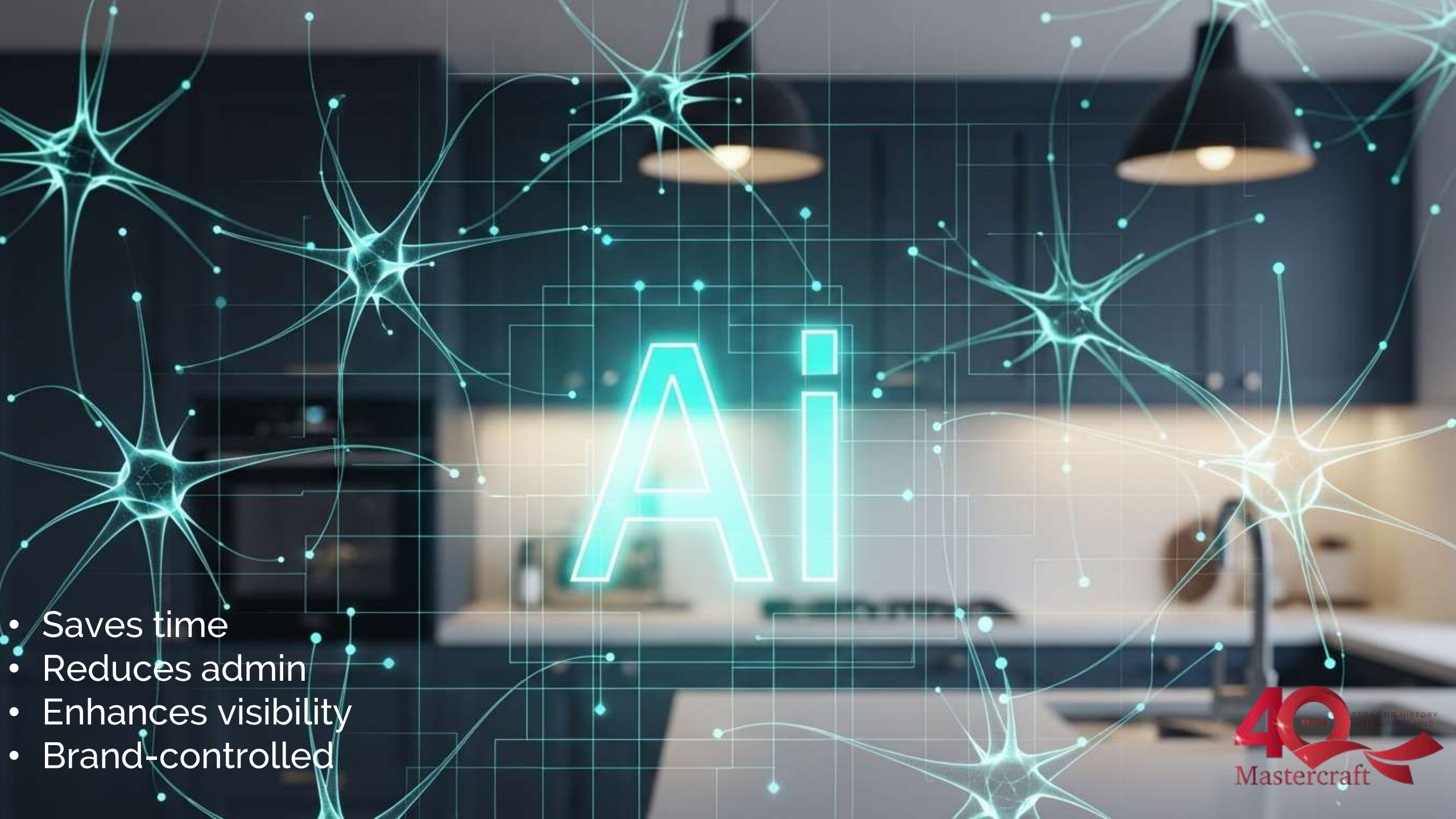


Every licensee Page = A Marketing Engine



- Structured galleries
- Case studies
- Team profiles
- Community presence
- Clear enquiry pathways

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- Saves time
- Reduces admin
- Enhances visibility
- Brand-controlled

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Social Studio



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Project Spotlight



- From completed kitchen → marketing asset
- Case studies
- SEO content
- Google Business posts

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Wish list :

- Dashboard
  - Lookbook enquiries
  - Website enquiries
  - Sales Data
  - Guarantees
  - Other?
- Much easier navigation
- Ready made social content

Brand Standards



It is compulsory to include the brand in the following areas applicable to your business:

- Premises signwriting
- Vehicles
- Site signage
- Local marketing activity
- Uniforms
- All business stationery - quotes, proposals, contracts, letterheads, invoices, etc
- Business cards
- Email signatures
- Google business profile
- Social media
- Your local website (if applicable)

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Cookbook – sports fundraiser



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FARMLANDS OVERVIEW

Mastercraft Kitchens x Farmlands



OUR REASON FOR BEING

OUR VISION. To be the go-to for EVERYONE connected to our land.

OUR PURPOSE. To enable improved profitability and productivity for NZ farmers and growers.

40 Years Mastercraft

WE'RE OUT HERE TOO.

Farmlands

Farmlands

- **History and Heritage**

  Farmlands Co-Operative Society has a rich history dating back to its establishment in 1963. Founded by farmers, for farmers, the co-operative has been serving the farming community in New Zealand for over 60 years. Across the decades, Farmlands has grown into a trusted and integral part of the NZ agricultural landscape.

- **Purpose and Vision**

  To be the go-to for everyone connected with our land, and to be the number-one buying group for New Zealand farmers and growers. Everything that we do at Farmlands is focused on becoming the very best buying group for Kiwi farmers and growers: competitive pricing, the right products and advice, available at the right time.

- **Member-Owned Structure**

  Farmlands is proudly owned by its members, who are our shareholders and our customers. As a co-operative, the business operates for the benefit of the shareholders, focusing to ensure enhanced services, negotiate better [illegible] and support sustainable farming practices.

$2.46b
Turnover

82
Farmlands Stores

85,000+
Shareholders



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FY25 Performance numbers

Farmlands



FARMLANDS CARD



155,000 CARDS

16,000 TRANSACTIONS PER DAY

Enabling people connected to the land across New Zealand to access preferential pricing, payment and terms. The Farmlands card is a key component of the Farmlands shareholder experience, this allows them to shop for anything from farm inputs to capital expenditure, home appliances to the weekly groceries.

FY 2025 Performance numbers

Revenue

$1.4b

Card transacted at Partner locations in FY25

Basket

$231

Average Transaction Value

Activity

6.1m+

Transactions via Card in FY25

Engage

91%+

Engaged and transacting shareholders in FY25


FARMLANDS
Partnerships
DEMOGRAPHIC
40
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Farmlands Shareholders

With one of the largest engaged rural audiences in New Zealand, we can help ensure your offer reaches the right people in the right way, at the right time.

We've got boots on the ground across the rural communities, and partnering with Farmlands means putting your brand in front of a network that values relevance and authenticity.

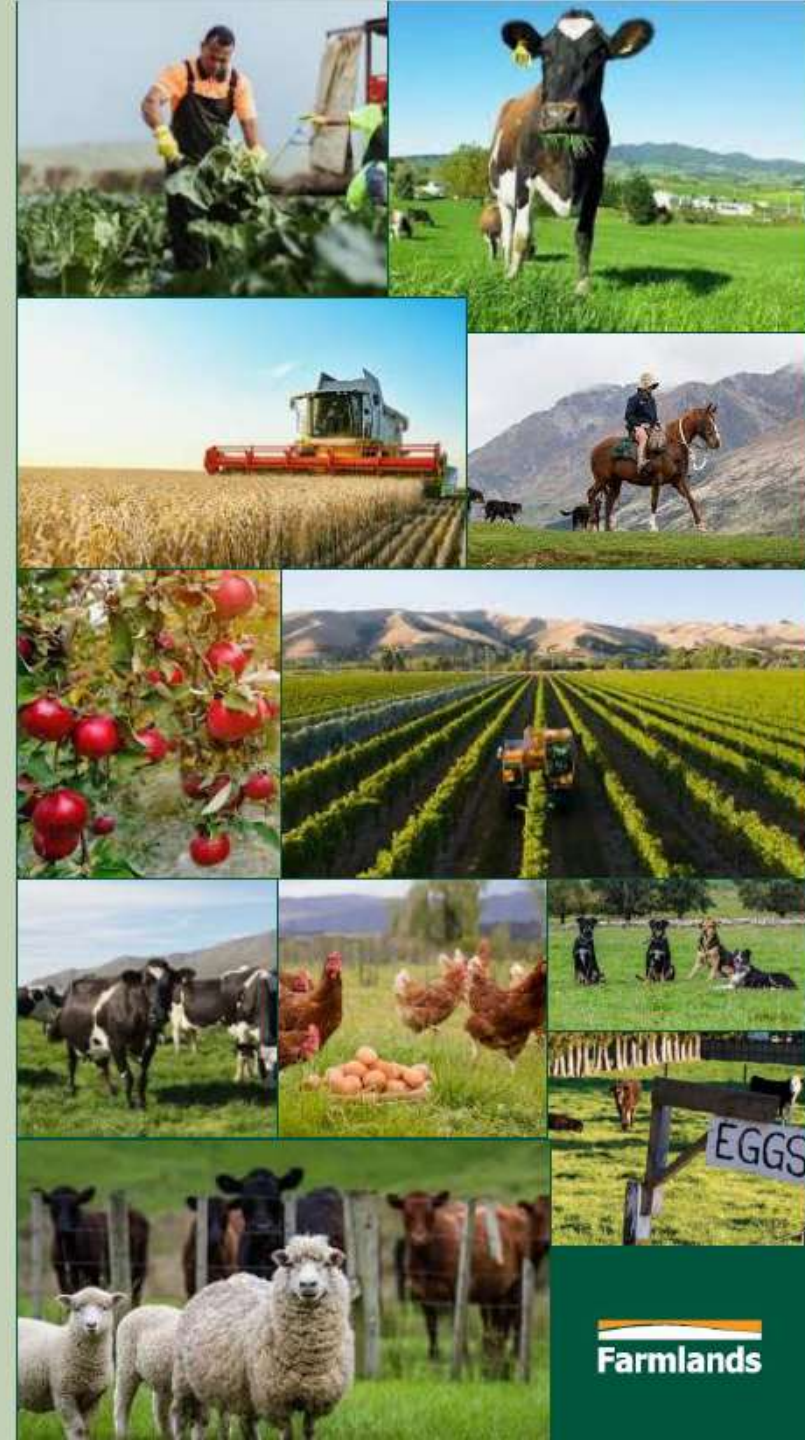


85K Shareholders Nationwide
155K Cardholders

Sector Breakdown:

- Sheep & Beef - 18,500
- Dairy - 10,900,
- Horticulture - 6,300
- Lifestyle - 9,500
- Building, Infrastructure & Farm Services - 4,900
- Other - 30,000

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FARMLANDS CARD PARTNERSHIPS

Delivering value everyday

Win – Win – Win

Win for the shareholder:

- Exclusive discounts and rebates
- Trusted network of Card Partners
- Supports their Co-op

Win for the Card Partner:

- Access to rural New Zealand
- Grow market share, customer retention & loyalty
- Access to insight led targeted marketing
- Partnership Card opportunity

Win for the Co-operative:

- Diverse offering to support shareholder
- Profit back to the shareholder
- Aligned to Co-op purpose & vision

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Farmlands

THE BENEFITS OF BECOMING A CARD PARTNER

Consolidated Payment

Take the stress out of invoicing and never chase a customer again, with payment on the 26th of each month. Circular cashflow will support your business to grow.

Desirable to High-Value Rural Customers

Offering our card as a payment method means that you are easy to deal with. Also, gain greater exposure by having a spot on our Card Partner Directory, advertise in local Farmlands branches and choose to push your message to a tailored, local audience via our marketing channels.

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FARMLANDS
Partnerships
MARKETING
40
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FARMLANDS CHANNEL OPPORTUNITY

We are on a mission to develop more targeted and bespoke journeys for our shareholders. This means we can be more meaningful and reach individuals in the right place, at the right time, improving overall campaign performance and shareholder satisfaction.

Farmlands Web Traffic Insights

FARMLANDS.CO.NZ
- Monthly visits - >60K
- Av time on site - 1 min
- Monthly pageviews - 156K

SHOP.FARMLANDS.CO.NZ
- Monthly visits ->100K
- Av time on site - 2min
- Monthly pageviews - 600K

CARDPARTNERS.FARMLANDS.CO.NZ
- Monthly visits - >6k
- Av time on site - 1.5min
- Monthly pageviews – 11k

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Other:
- In store marketing
- In Store Displays
- Logo utilisation

CARD PRINT PAGE

258,000 monthly readers across Farmers Weekly and NZ Farmer



CARD PARTNER DIRECTORY

>6,000 monthly visits

Content | Partnerships



DIRECT MAIL

72,000 mailable addresses



CARD PARTNER HOMEPAGE

Monthly display banner ads



eDMS

Approx **70,000** email addresses



SOCIAL MEDIA

44,000 Facebook followers



CAMPAIGN PACKAGES

Mutli Channel Reach



DIGITAL SIGNAGE

250 in-store screens



All figures based on 24/25 transactional data


FARMLANDS
Partnerships
COMMERCIALS
40
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Commercials

Tier	Service Tier	Partnership Type	Admin Fee	Marketing Support	Shareholder Offer	Rural Market Access
1. Transactional Access	Unserviced	Purely transactional	3%	• Partner funded & executed • Annual Marketing Budget	• Standard or Variable Offer	None (card accepted only)
2. Commercial Partnership	Grow	Seasonal or campaign-based	4%	• Shared/co-funded campaigns • Partner funded events	• Exclusive Variable Offer	Digital touchpoints (EDMs, banners, social)

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NEXT STEPS

- Are we in?
- Nationally offer 5%?
- Kick off ?

LSC Update

- Jane Moore CHRISTCHURCH
- Calvin Ross NORTHLAND
- Nick McLagan BOTANY
- Tony Hawes WELLINGTON
- Michael Mancer WANGANUI
- Mark Gallagher RODNEY
- Kate Rule-Munro CENTRAL OTAGO
- Vacancy

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Around the Regions 2025 -v- 2026

Whangarei
Rodney East
Botany
Bay of Plenty
Wairarapa

Wellington
Rangiora
Christchurch
Central Otago
Southland

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Around the Regions 2025 -v- 2026

2025 -v- 2026

number of customer enquiries

conversion rates

factory lead times

number of employees

debtor payments

cash flow

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Stats to Dec 2025

Estimated population of NZ

5,342,000

31 December 2025

Consumers price index

+3.1%

December 2025 year

Unemployment rate

5.4%

December 2025 quarter

Official Cash Rate

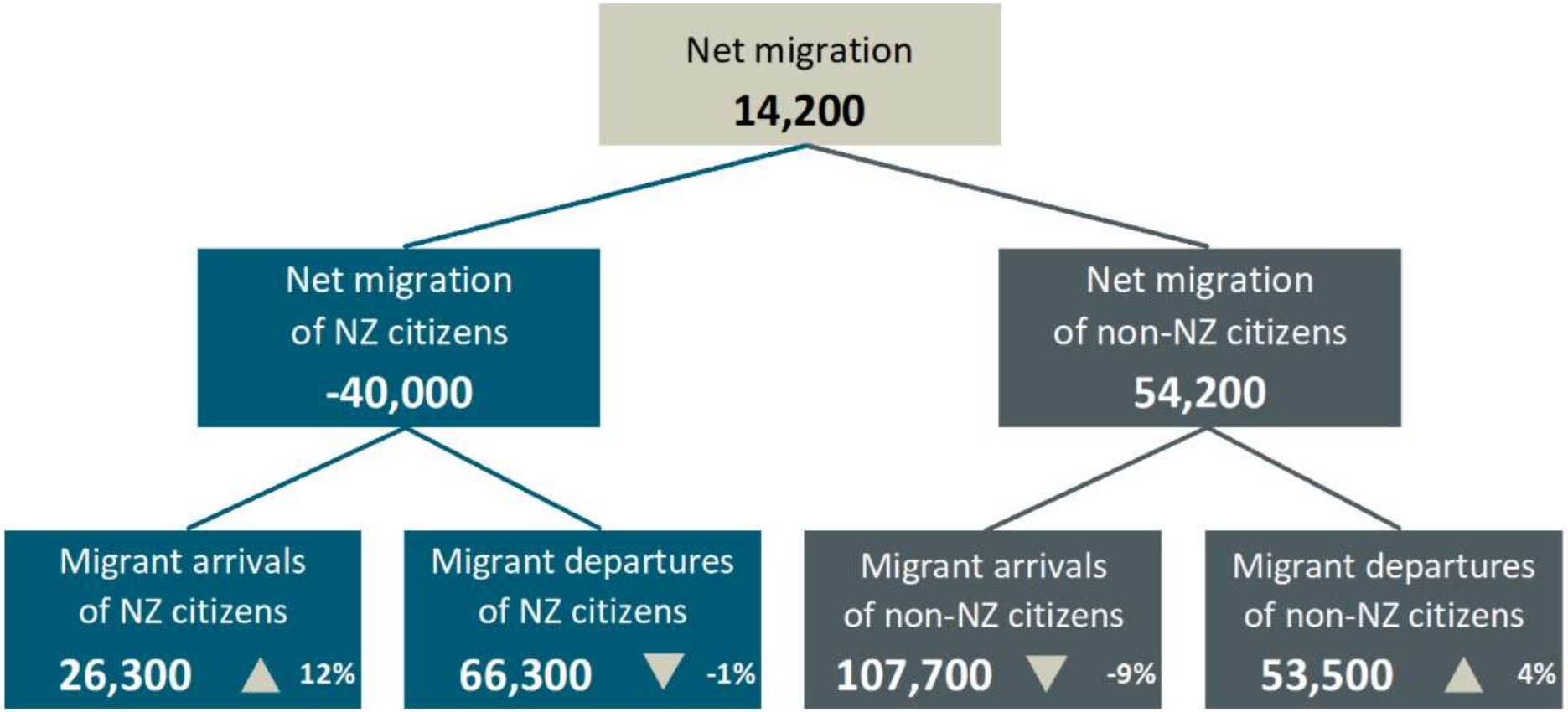
2.25%

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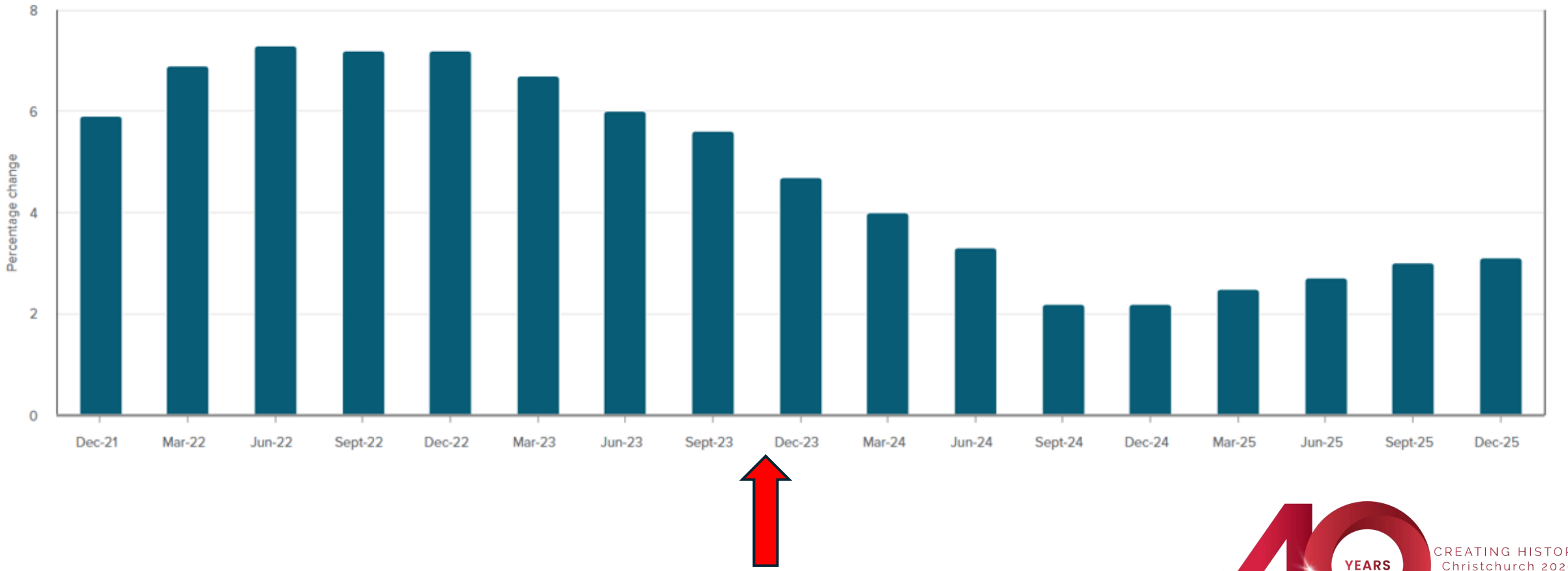
International migration estimates (provisional)

Year ended December 2025



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Consumer Price Index Dec 2021 to Dec 2025



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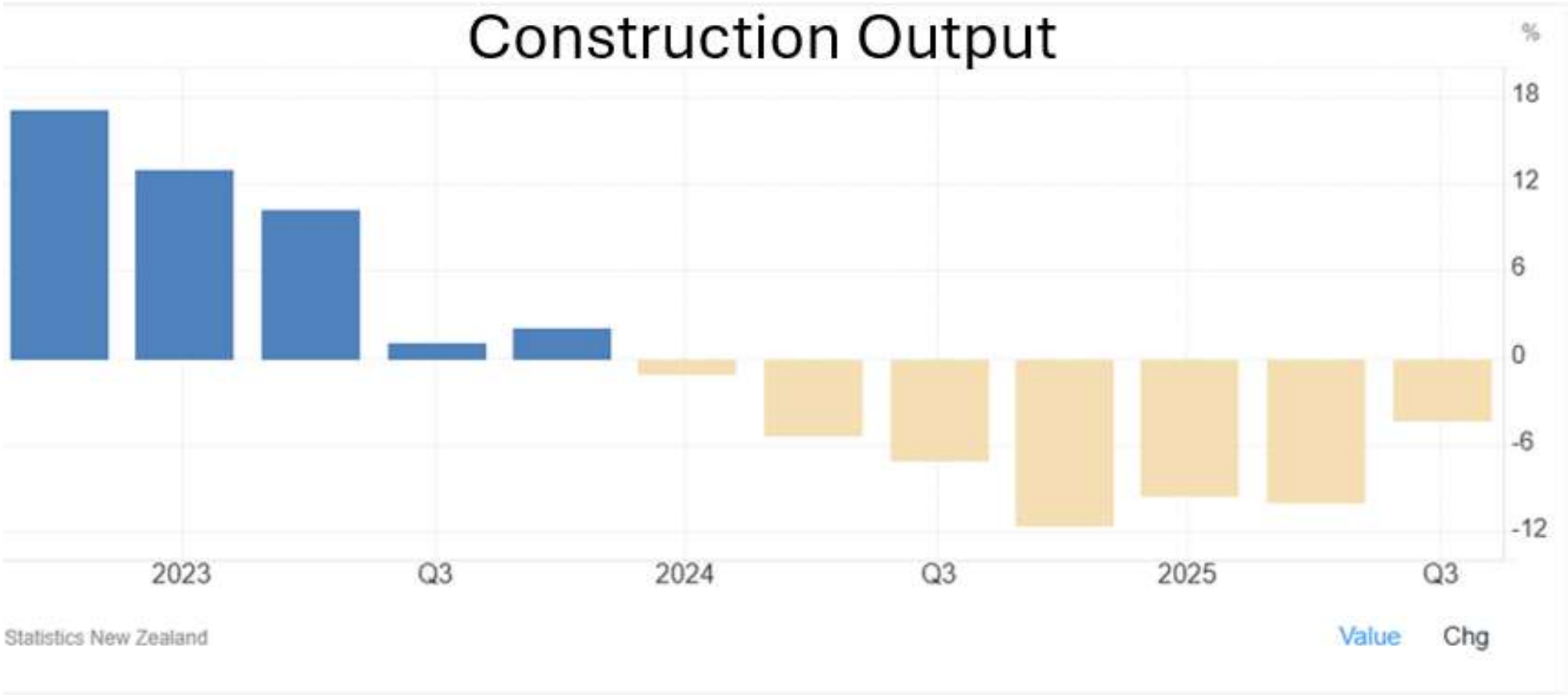


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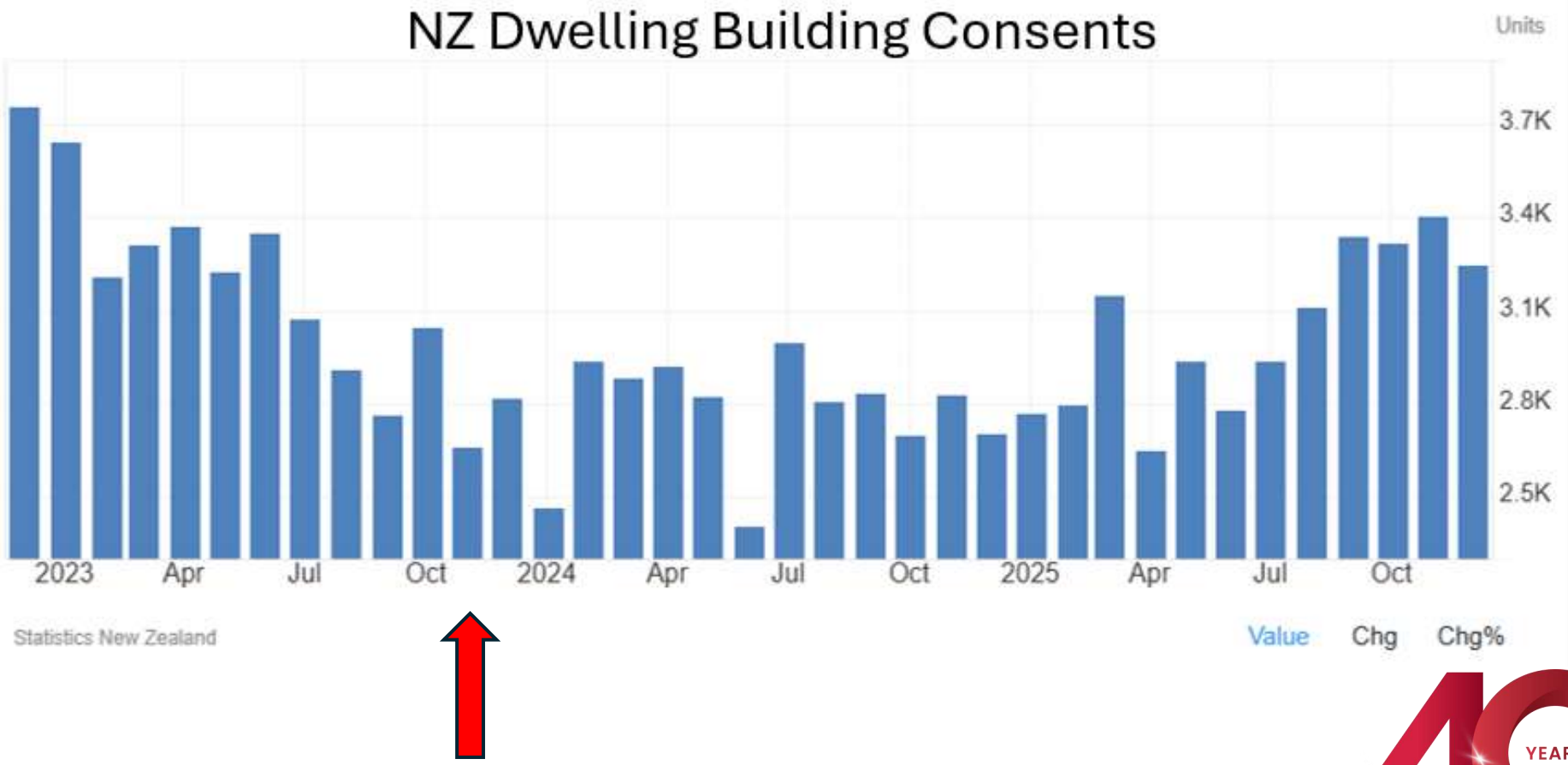
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36,944 new home consents year end Jan2026
9.3% increase over year end Jan 2025



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So what for us? (Tony Alexander)

- economic upturn is underway
- total spending recovery underway (from a low base)
- strong growth in household spending
- placing upward pressure on inflation
- interest rates likely to rise
- labour market expected to tighten from June 2026

40 YEARS CREATING HISTORY Christchurch 2026
Mastercraft

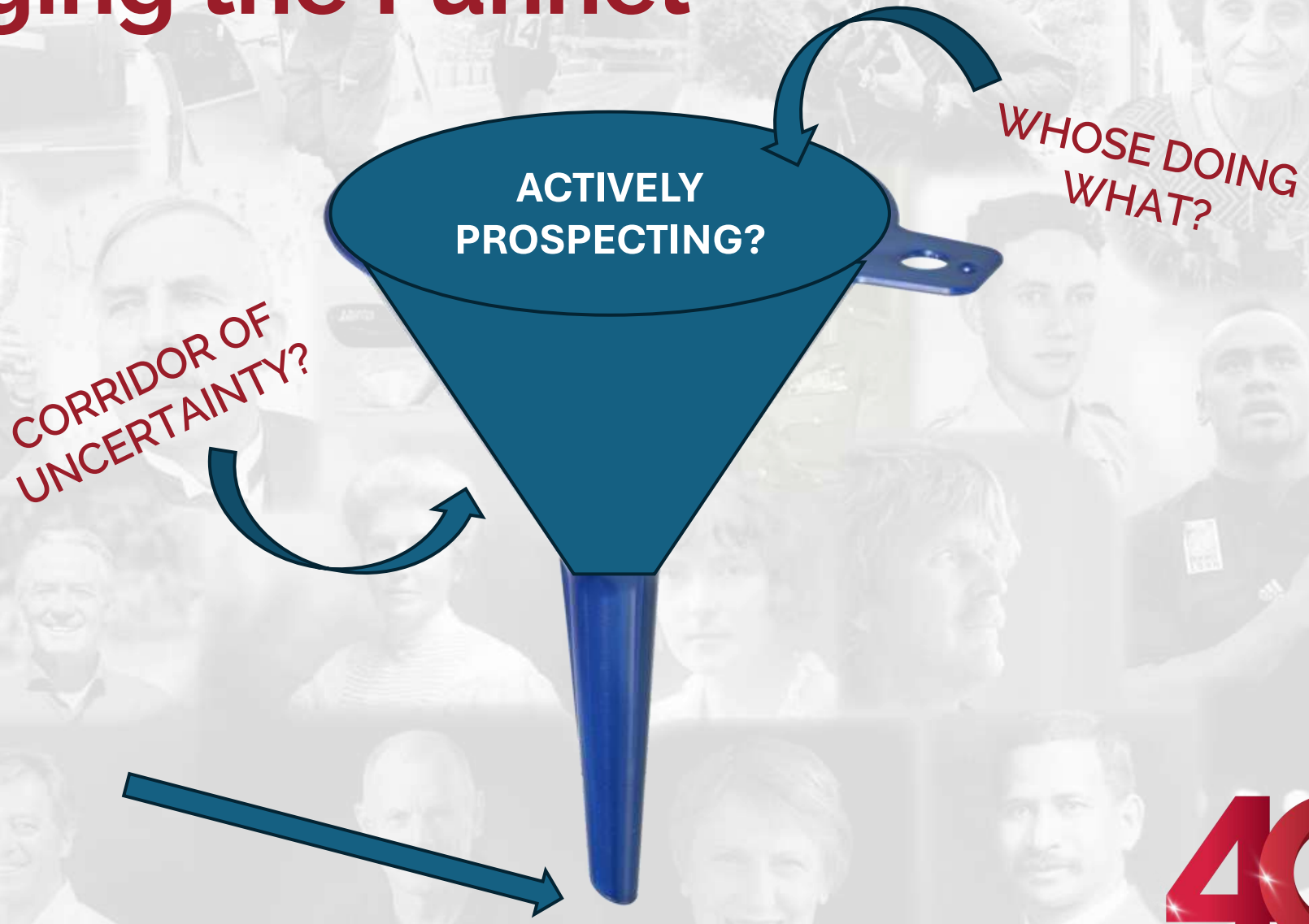


MASTERCRAFT PLUMBING

MASTERCRAFT KITCHENS

MASTERCRAFT ELECTRICAL

Managing the Funnel



MASTERCRAFT PLUMBING

MASTERCRAFT KITCHENS

MASTERCRAFT ELECTRICAL

40 YEARS CREATING HISTORY Christchurch 2026

Mastercraft


40
YEARS
CREATING HISTORY
Christchurch 2026
Mastercraft
MASTERCRAFT
PLUMBING
MASTERCRAFT
KITCHENS
MASTERCRAFT
ELECTRICAL

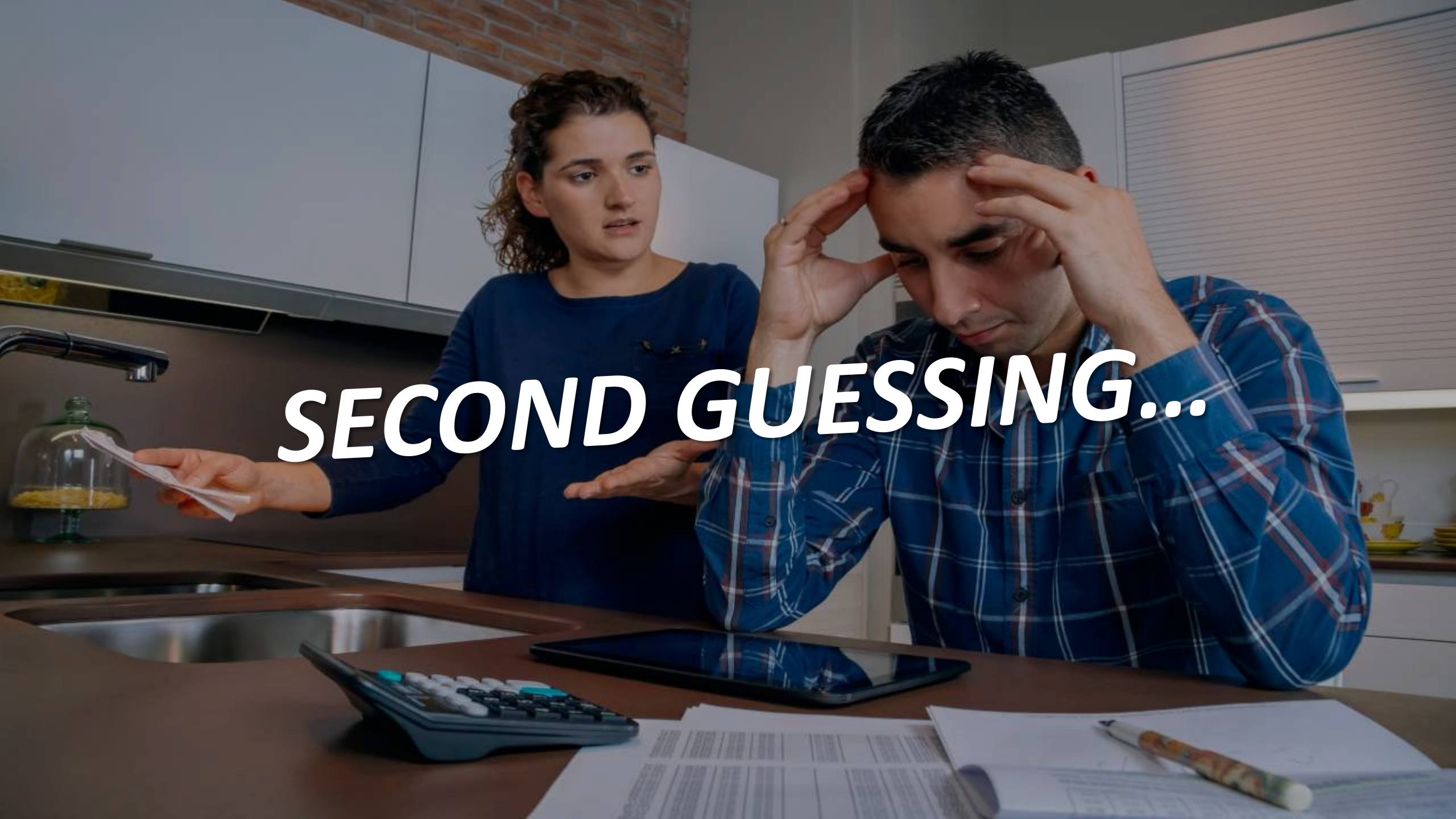
PROFITABLE TRADIE.

THE BUSINESS PHASES OF GROWTH

THE PROBLEM


HIT THE
GLASS CEILING...


200
220
240
260
F
E
OUT OF GAS...


SECOND GUESSING...


SHRINKAGE...

THE OPPORTUNITY


BUSTING THROUGH GLASS...


STOKED TO GROW...


YOU'RE THE CAPTAIN...


CONTROLLED GROWTH...


WHAT'S LANDING?

Profit and Loss Statement for July 2025

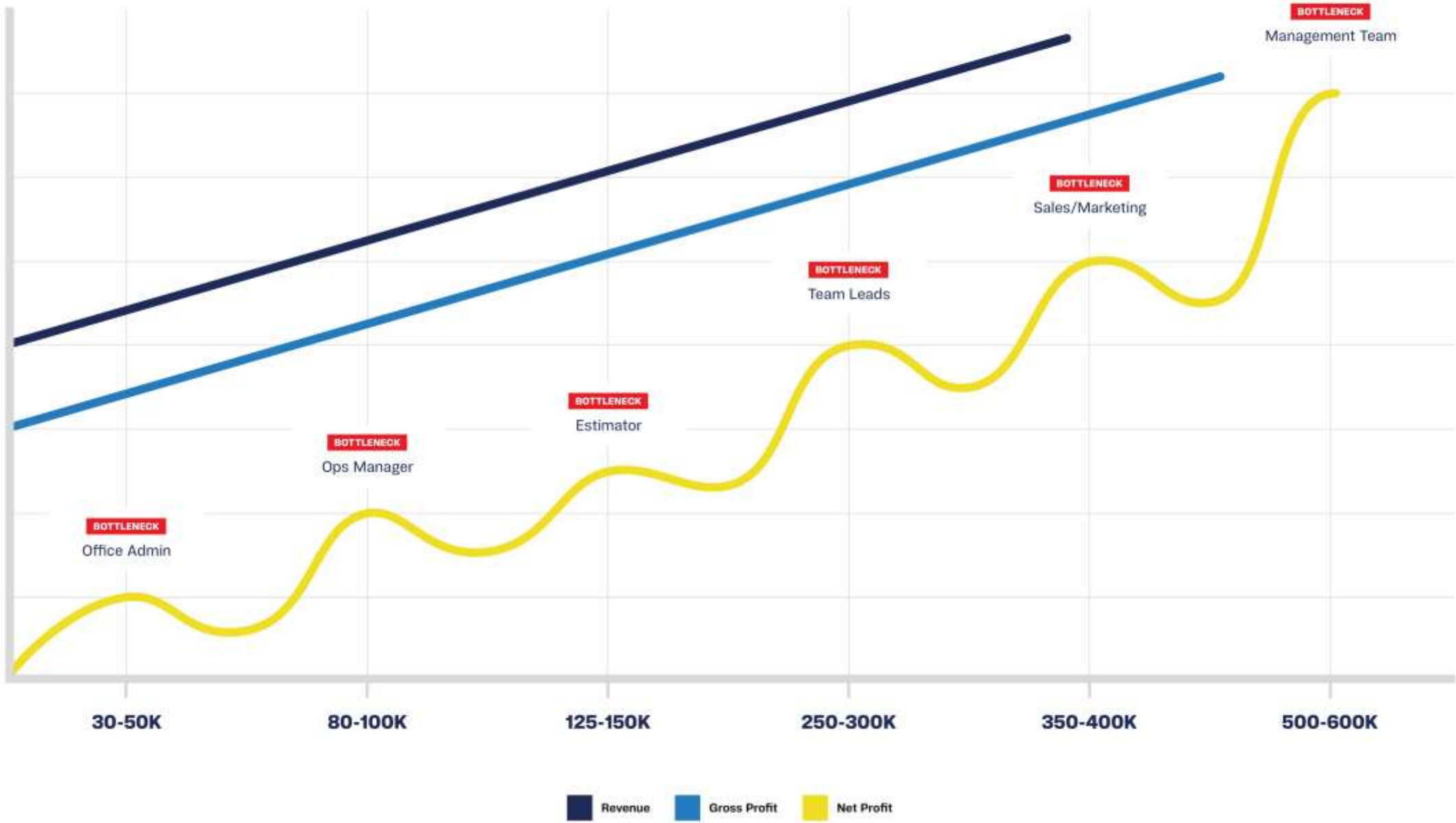
SALES		**$122,000**
LESS COST OF GOODS SOLD		
Opening Stock	$10,000	
Opening WIP	$10,000	
Wages (on the tools)	$19,500	
Materials	$39,000	
Sub Contractors	$14,700	
Less closing stock	($10,000)	
Less Closing WIP	($10,000)	**$73,200**
GROSS PROFIT		**$48,800**
LESS FIXED COSTS		
Bank fees	$135	
ACC Levies	$756	
Marketing	$778	
Power	$502	
Phone	$810	
Repairs & Maintenance	$2,965	
Fuel	$1,779	
Road user chargers	$375	
Accounting	$850	
Insurance	$711	
Rent	$1,800	
Interest	$917	
Stationery	$386	
Office Wages	$6,696	
Salaries	$7,200	
Subscriptions	$321	
General Expenses	$1,023	**$28, 004**
NET PROFIT (PRE-TAX)		**$20, 796**

Direct Costs (include your wages if you are on the tools)

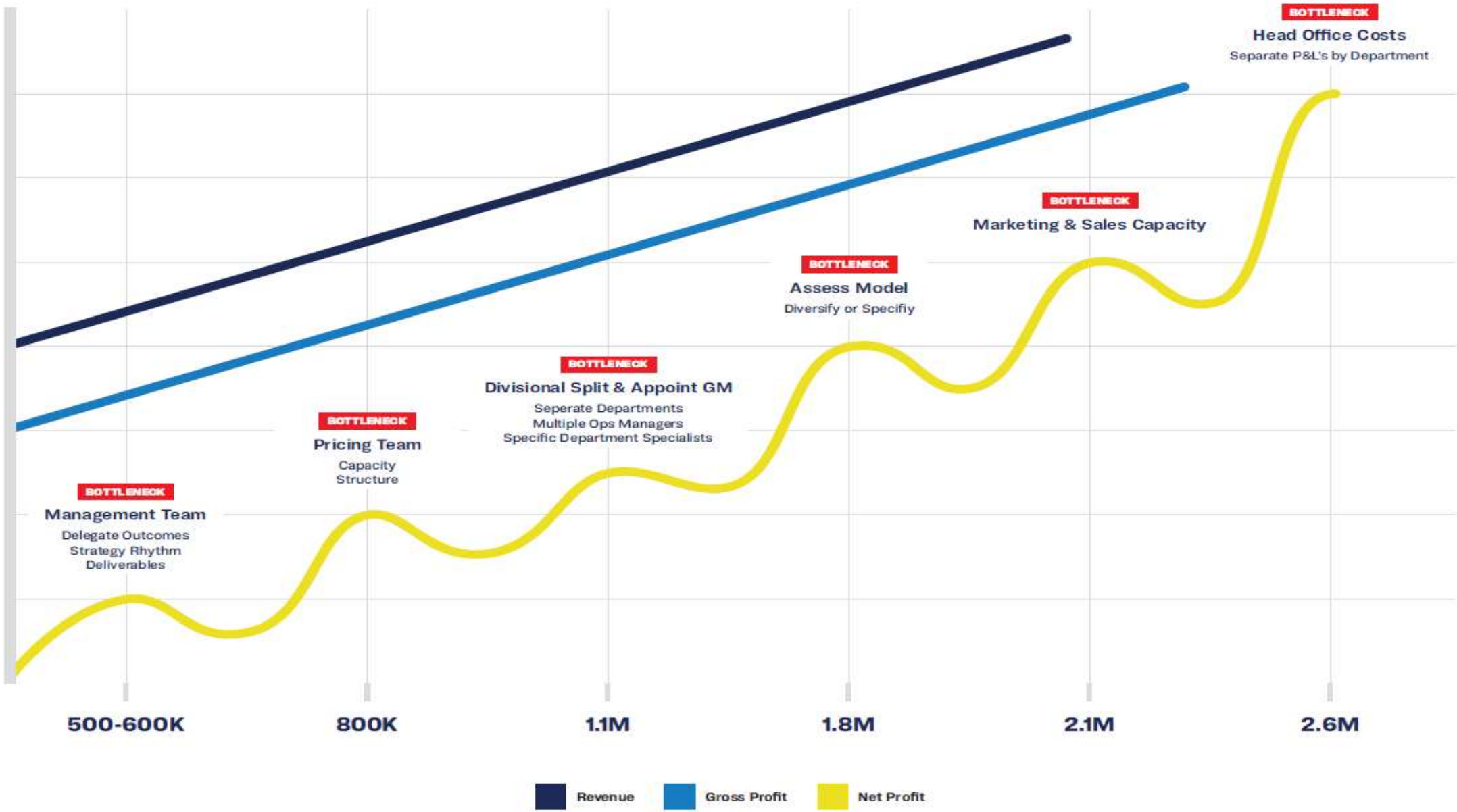
Fixed Costs (overheads / indirect costs)

Include a market salary for yourself if you're off the tools

PHASES OF GROWTH



PHASES OF GROWTH II




THE ROADBLOCKS…


PLAN YOUR
NEXT PHASE...


40
YEARS
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MASTERCRAFT
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ELECTRICAL