Homechoice International plc

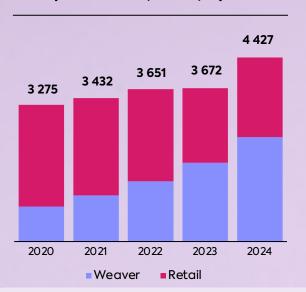
Final Results

11 March 2025



Momentum across our fintech business fuels 31% surge in profits.

Group Revenue (R'000) up 21%



Group PBT (R'000) up 31%



**Group Metrics** 

**3.1m**Group customers 53% on LY

393.9c

Headline earnings per share up 27.3%

90%

Transactions conducted digitally

HiL

97c

Dividend per share up 17%



Fintech focused on digital lending, payments and insurance and revenue optimizing products for merchants



R2.5bn



**R561m** Segmental profit before tax\*



Omni-channel retailer selling own brand homewares with delivery direct to homes



R1.9bn



**R50m** Segmental profit

Segmental pro before tax\*

<sup>\*</sup> Segmental profit before tax is before group costs of R94m

Celebrating 40 years of transformation and entrepreneurial success. 10,000× Deliveries in the last year go Decorated 7 million around the earth **Royal Garden bedrooms** in last 10,000x Peach 10 yrs with **7**mil Our most loved Homechoice bedding design bedding started in 2008 140k **Group Revenue Bedding sets 528 000 kg** of R4.4bn **HC** starts Accelerating steel required in last catalogue Call centre showroom selling Showroom in 10yrs for our popular produced rollout cookware opened Wynberg pot sets the weight of.... 2016 2025 2007 2021 **88**X Launched Driving Launched Started payments fintech consumer insurance loans with PJN ecosystem 1985 1995 2005 2015 2024 Today Weaver's active **R39.1**bn customers can fill 20 Cape Homechoice **Town stadiums** Since inception celebrates disbursements and 40 years GMV payments to our fintech customers

# Rapid growth among our urban, digitally savvy African customer presents a major market opportunity.



**Group Customers\*** 

3 105 100

up 53%



**Fintech Customers \*** 

2 717 700

up 68%

Outstanding response to product offering

**Retail Customers** 

522 800

up 2%

Back to attracting new customers



### **Customer profile**

37 yrs

Average Customer Age 71%

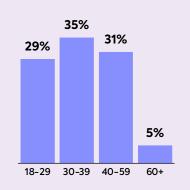
Female customers

R16.3k

Avg Monthly Income

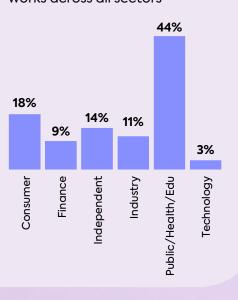
#### Customer age profile

64% of our customers are Millennials or GenZ



### **Employment profile**

Our mass market customer works across all sectors



notes

<sup>\*</sup> Fintech customers include active loan and insurance customers and signed up BNPL customers

<sup>\*\*</sup> Total Addressable Market based on information from Experian

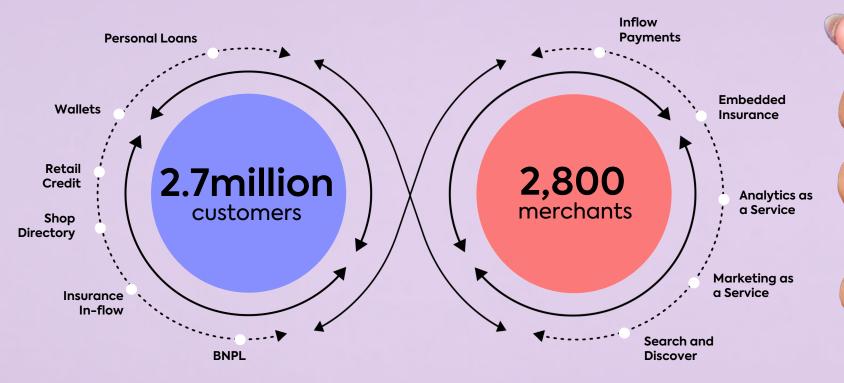
Weaver ecosystem creates symbiotic benefits for both customers and merchants.

### **For Customers**

digital lending, insurance, payments and shopping marketplace

### **For Merchants**

Delivering customer referrals, conversion and upsell



High engagement on our fintech platforms

1.2m active customers up 51%

Ecosystem customers with **2+ products up 27%** 

25m customer lead referrals to merchants

50 specific merchant deals with 15m customer impressions a month



Bringing our brand to life as customers explore

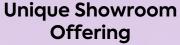
our Showrooms.



Immersive shopping experience enabling customers to "touch and feel" the product

Order in store using our digital platforms or face to face consultation







Located where she lives driving high footfall

Parcel collection convenient for her





Query resolution and payments improving her customer experience

## Driving profitable growth with our proven showroom format

Customer acquisition

66 000

High engagement delivering new customers ↑ 153% **Improved** credit risk

32%

Lower debtors costs than other channels In-store collections

440k

Customer payments in store with R210m of cash collected

Customer service

2000

Customer queries resolved in store

Choice Collect

>30%

Of all parcels collected from showrooms



Al driven transformation will unlock next wave of customer, product and profit optimization opportunities.



# **Operational efficiencies**

### 50%

Of engineers use Al-co pilot accelerating engineering cycles

### >30%

Software testing processes augmented by AI enabling faster issue resolution Efficient business processes increase profits



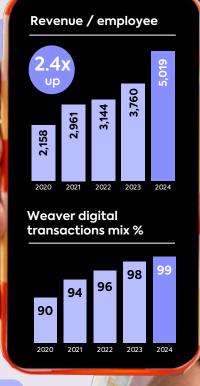
Enhance customer experience

### <3min

GenAl chat agents handle 40% of enquiries improving our agent/customer ratio by 32% to 1: 9000

## 23% up

Machine learning propensity models increase new customer adoption Anticipation rather than reaction improving CX





Data driven insights

### 420 ms

Fraud detection and monitoring of data patterns in real time reducing risk

## 7mil / mth

Decision science platforms processing decisions each month improving CX Right product at the right price with the right risk

The profound impact of our digital ecosystem

on our stakeholders.





### Always championing our female customer

### PayJustNow \*\*\*\*

PayJustNow is the best thing that has ever happened to me and my family. Thanks to a friend who introduced me to it. I am now able to provide for my children and spread the payments. Applying for the increase in facility was also a breeze and was approved within 2 days.



Thuli

#### Finchoice \*\*\*\*

I'm single mother of 3. Finchoice has helped me put my children through school. They have always been there in my difficult time. The app is user friendly, payouts do not take long. No lengthy paperwork. Excellent customer service.



Sibongile



#### **Financial Inclusion**

3.1 Million Customers Served 126k New Loan Borrowers



### **Economic Growth**

Over 2.800 Merchants in our ecosystem including 1,840 SMEs enabling retail sales of R1.1bn



### **Economic Mobility**

Improving our employees livelihoods. 119 HC employees in skills programs; 16 graduating from management courses; 22 awarded bursaries and > 70% internal promotions



### Sustainability

1.3m kg of CO2 saved with solar, equivalent to planting 38k trees. 91% waste recycling rate and 13% reduction in water with new energy pumps.



### **Job Creation**

16 new retail stores opened in 2024 creating 124 jobs. 22 more stores expected in 2025.



### **Social Development**

Over 41 600 children and 3 175 educators provided with ECD support in the WC.





Outstanding customer growth from compelling products designed for her, delivering a track record of profitable growth. Group Revenue (R'm) Group Operating profit (R'm) Group Profit before tax (R'm) 820 3,275 3,432 3,651 3,672 619 394 356 482 263 176 270 182 2020 2021 2022 2023 2024 2022 2023 2024 2022 2023 2024 Weaver Retail Weaver ■ Retail ■Weaver ■Retail **Group Customers ('000)** Group Cash Collections (R'm) Earning per share (Cents) **CAGR** 12,149 CAGR 26% 25% 395 3,105 8,560 7,270 289 2,034 5,822 4,787 160 160 1,466 1,019 905 2021 2022 2023 2024 2020 2020 2021 2022 2023 2024 2023 2024 ■Weaver ■Retail Retail Weaver

# Excellent Fintech growth with resurging Retail business.

#### Strong revenue growth enabled with Fintech

- Fintech revenue up 34% with digital loans disbursements and payments accelerating
- Strategic growth in fee income now 26% of revenue (LY: 22%)
- Retail sales momentum with successful showroom strategy

### Gross profit margin improved 270bps

• Effective merchandise management and supply chain optimization delivering efficiencies

#### Debtor costs driven by growing fintech

- Impacted by fintech debtor write-offs from higher risk new business with portfolio now rebalanced
- Retail credit risk shown consistent improvement

#### Trading expenses growth well managed

- Fintech delivers scale benefits from digital business operations
- Retail cost growth < 3% as business transforms</li>

#### Profit before tax up 31%

- Successful profit conversion with margin improving to 12%
- Interest up 35% due to increased funding for fintech and higher interest rates

**R2.4 million** 

Revenue per employee up 16.5%

	2024 Rm	2023 Rm	% change
Revenue	4 427	3 672	20.6%
Lending income	1 968	1 630	20.7%
Fee income	1 130	815	38.7%
Retail sales	1 329	1 227	8.3%
Gross profit margin	45.7%	43.0%	2.7%
Debtor costs	(1,430)	(1,092)	31.0%
Trading expenses	(1,474)	(1,290)	14.3%
Other income, gains and losses	19	28	(32.1%)
Operating profit	820	619	32.5%
Operating profit margin	18.5%	16.9%	1.6%
Net interest expense	(303)	(225)	34.7%
Profit before tax	517	394	31.2%
Taxation	(106)	(67)	58.2%
Profit after tax	411	327	25.7%



Weaver quality credit book with appropriate coverage levels.

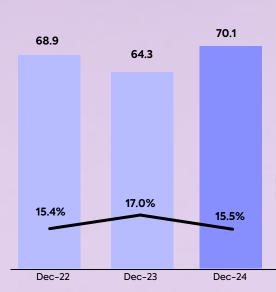


Debtors costs (R'm)

### Fintech gross book (R'm)



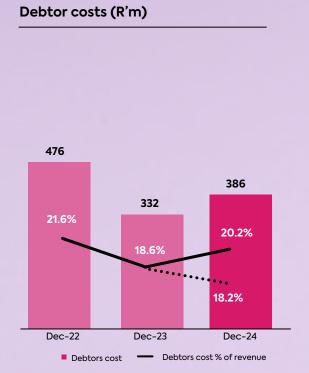
Stage 2 and 3 loans cover (%)

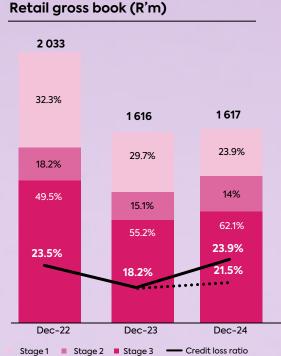


- Operational challenges with implementation of new collections dialler and some higher risk acquisition business written in H2 FY23, resulted in increased write-offs impacting debtor costs in FY24
- Actively shifted disbursement mix with focus on proven existing customers, improving book mix (Stage 1 mix proportion increasing to 78%)
- Book distribution driven reduction in ECL ratio to 15.5% (in line with FY22) with increasing coverage ratio to 70%
- Credit loss ratio stable and reflects revised treatment of debt review books as required by IFRS 9



Strategic credit actions delivered book quality with metrics improving.







Stage 2 and 3 cover (%)

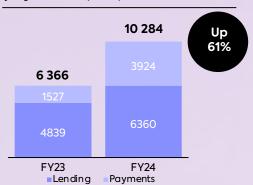
- Strategic credit tightening in 2023 maintained into 2024 with improvements evident
- Bad debt write-offs have reduced with credit strategy and this is shown in the adjusted debtor cost/revenue metric dropping from 18.6% to 18.2%.
- Improved collections performance and higher Stage 1 book mix results in reduction in ECL coverage ratio to 25.4%
- Stage 2 and 3 cover increased to 67.0% (FY23: 65.7%)



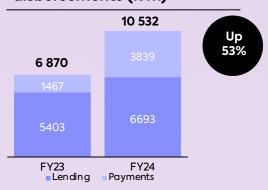
Investing in the fintech ecosystem building new products and winning market share in lending and payments.

### **Weaver Fintech**

Disbursements lending and payments (R'm)



Collections match disbursements (R'm)



Summary of Group cashflow	2024	2023	% change
Operating cash flows	912	686	32.9%
Weaver Fintech loans	(1340)	(730)	83.5%
Retail trade receivables	(40)	228	< (100)
Other working capital	112	72	55.5%
Cash used in operations	(356)	256	< (100)
Сарех	(126)	(99)	27.3%
Tax, Interest and Dividends	(588)	(449)	36.3%
Net financing flows	1030	361	>100
Net cash flow	(40)	69	<(100)
Net debt*	2 784	1 692	64.5%
Net debt : equity*	72%	46%	



R1.2bn of available facilities.

over-subscribed.

Upsized facilities by R750m - 60%

HiĽ

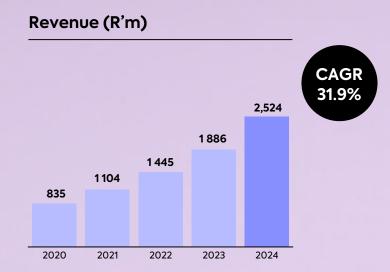
<sup>\*</sup> Net debt only includes Commercial Term loan, Overdrafts and cash

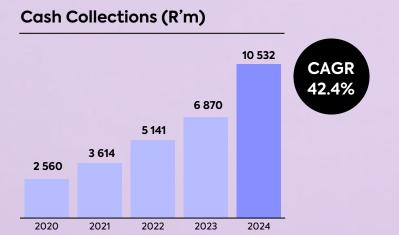


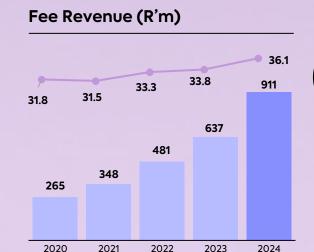
Weaver Fintech.



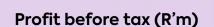
Weaver Fintech has maintained a CAGR >30% for 5 years, setting the standard for excellence.







Fee revenue % of total





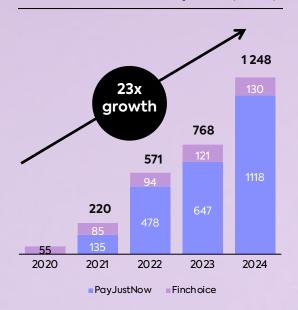


16

# We are her favourite digital financial services provider.



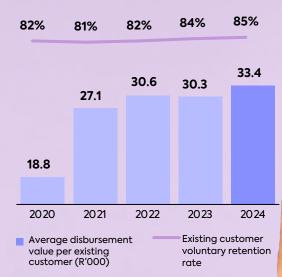
### New customers adoption ('000)



# Rapidly growing fintech customer base ('000)



# High levels of engagement from returning loan customers



2.7 million customers

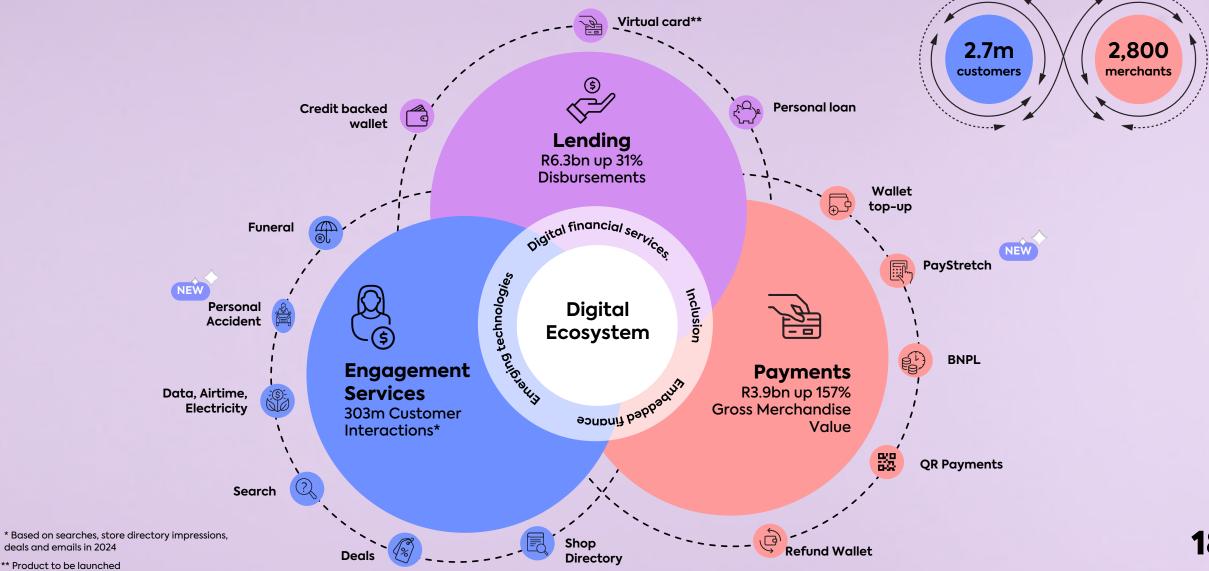
	rating	score
finchoice	4.6	74.0
■ PayJustNow。	4.7	80.1

Google



# Our digital ecosystem drives cross-sell, enhancing customer lifetime value and profitability.





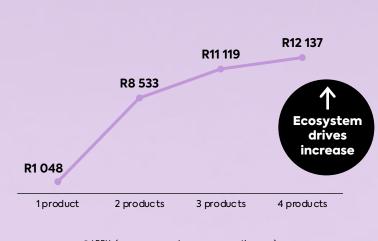




#### Multiple products per active customer – ('000)

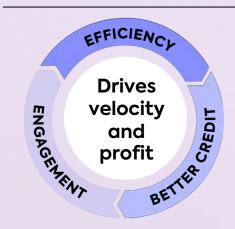


### ARPU\* based on number of products (R)



<sup>\*</sup> ARPU (average annual revenue per active user)

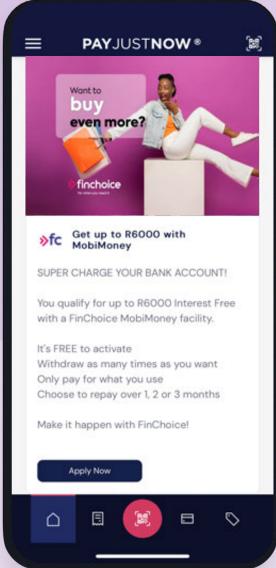
### Power of the Weaver ecosystem



### **Ecosystem customers driven by cross-sell**



Note: Cross sell numbers include loans, insurance, BNPL and paystretch



# Invested and delivered significant growth in lending and payments business taking market share.



### Fintech revenue expansion up 34%

- Digital loans business delivers 29% higher income with existing customer engagement and product progression delivering total disbursements up 31%.
- Fee income up R274m (43%), now contributing 36% of revenue mix (LY: 34% mix)
- Payments products growing exponentially with fees of R259m (up >100% from R116m)
- Digital insurance growth continues with GWP up 23% to R182m.

### Debtor costs impacted by higher write-offs

- Challenges with new collections dialler implementation and some higher risk acquisition business in FY23 increased write-offs
- Pivot to existing business with book quickly rebalanced

### Digital operations improve costs metrics

- Fintech able to scale through use of data, tech and AI
- Costs/revenue reducing by 1.1% to 25.3%

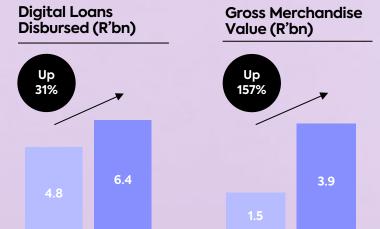
### Profit before tax up 32%

Margin maintained at 22.2%

**R5.0 million** 

Revenue per employee up 35.1%

	DEC 2024 Rm	DEC 2023 Rm	% change
Revenue	2524	1886	33.8
Finance and other income	1613	1249	29.1
Fee income	911	637	43.0
Other gains / (losses)	-	(5)	
Debtor costs	(1044)	(760)	37.4
Trading expenses	(640)	(499)	28.2
Operating profit	840	622	35.0
Interest expense	(279)	(196)	42.3
Profit before tax	561	426	31.7



FY24

FY23

FY23

FY24

# Insurance – net written premium (R'm)



# Best in class credit metrics with increased market share.

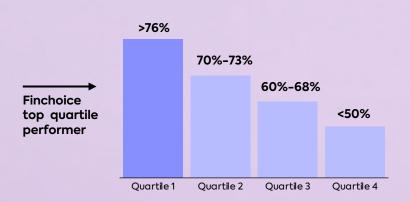


### Lending business market share up 44% to 6.5%



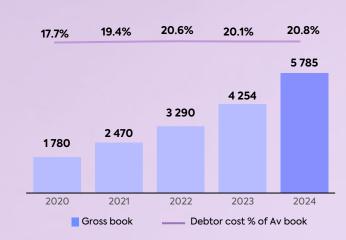
Source: National Credit Regulator and company data

# Portfolio quality across market based on % balance with no arrears

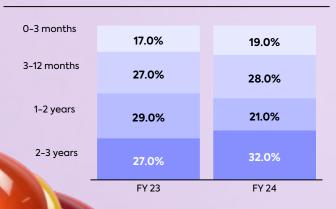




### Consistent credit metrics (R'm)



# Weaver has consistently maintained short term books\*



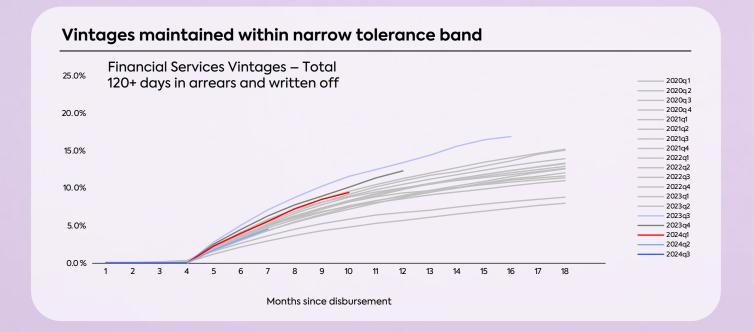
\*Book age distribution from origination

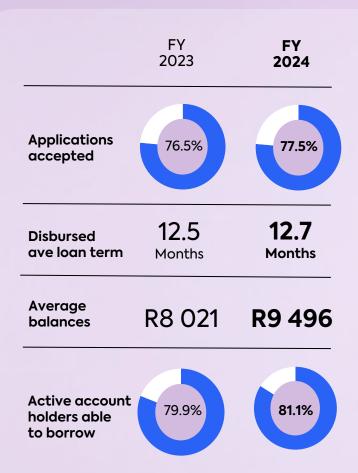




# Risk improved with active portfolio management.

- Significant acquisition drive in H2 23 with higher than anticipated increase in risk
- Poor execution on implementation of new collections dialler in H1 24 adversely impacted collections corrective action taken with efficiencies and yield improvements
- Overall improvement in risk metrics in FY24 through driving product progression resulting in extension to better performing existing customers with disbursements mix at 86.6% (LY: 85.9%)
- Implemented new behavioural scorecard for existing customers and a bespoke bureau scorecard for new customers improving risk segmentation
- Collaboration with PayJustNow on fraud identification and detection with specific focus on suspicious device identifications





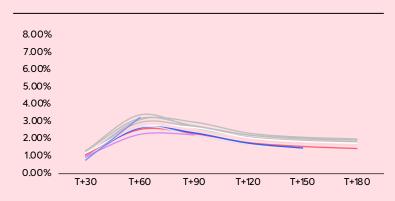
# **■** PayJustNow。

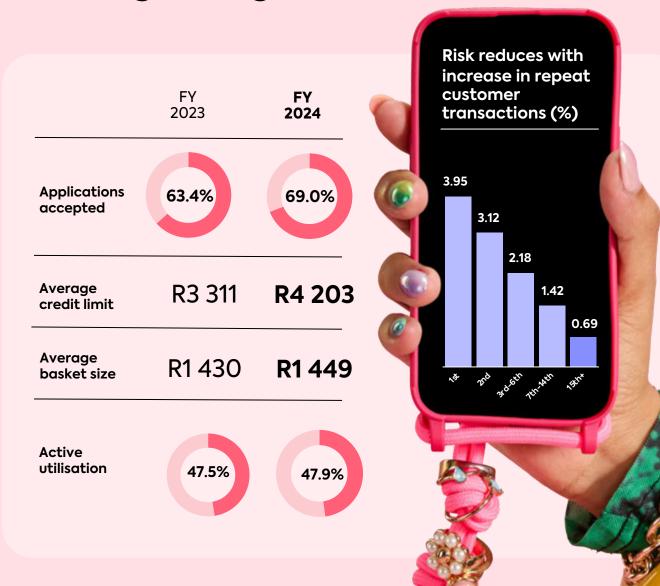


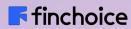
# BNPL improved capital at risk whilst growing GMV 157%.

- Application scorecard and limit strategy redeveloped with improved profitability outcomes
- Use of AI fraud tools for real time monitoring and selfie verification on first orders reducing risk
- Effective management of credit limits using behavioural scorecard
- Strategic increases to good paying repeat customers
- Collections scorecard developed to optimise early-stage
- Risk improvement as business matures with high level of repeat customers

### BNPL vintages reflect tight risk management



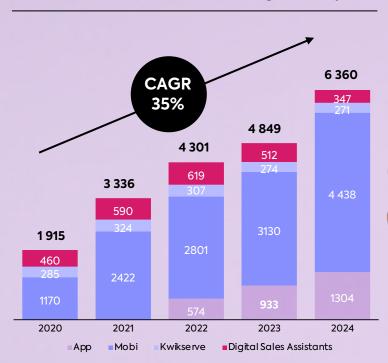






# Supporting her cashless journey.

Disbursements (R'm) consistent growth up 31%



Time to originate digital loan

1 minute

for existing customers

**5 minutes** for new customers

App driving engagement

**255k** 

App customers growing 46% generating R1.3bn revenue

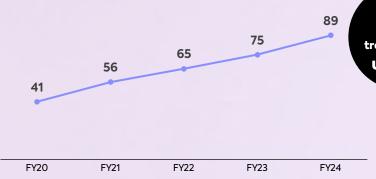
9.5 x

Utilisation in 60 days compares with 8.5x on mobi

R2 967

Av App loan withdrawal with high utilisation High velocity of credit backed wallet

Average monthly wallet transactions ('000)



1.1m Annual transactions up 18%

Mobi money wallet customers growing 16.8%

>300k

Withdrawals since inception

R8.1bn

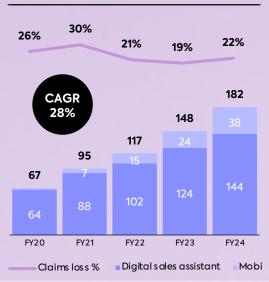
600k

QR payments growing 47% across 600k points of presence

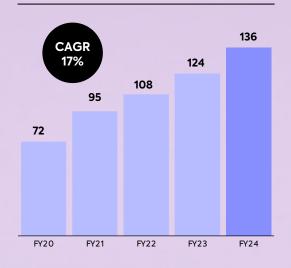
## **F** finchoice

# Embedded insurance drives momentum in the ecosystem with growing digital engagement.

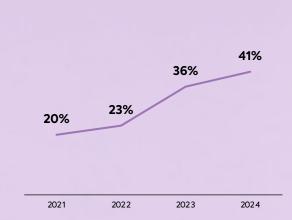
# GWP strong growth with low insurance claims (R'm)



# Steadily building insurance customers up 10% ('000)

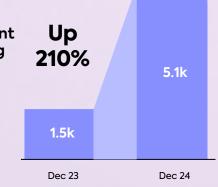


# Momentum in digital acquisition of insurance policies (proportion %)



# Personal accident product growing rapidly in our

ecosystem



### Insurance products significant cross-sell opportunity

**16%** Weaver Fintech active base have an insurance product

Funeral customers have personal accident and take-up increasing quickly



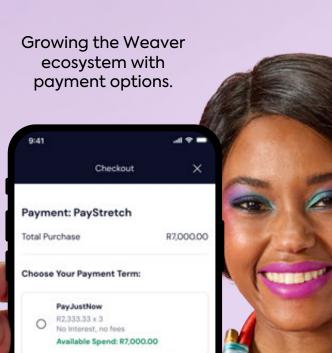
# Introduced more payment options at the till delivering higher spend and conversion.



**BNPL** offers Pay in 3 instalments with no interest or fees

**My wallet** offers top-up for multiple purchases with refunds direct to wallet

**PayStretch<sup>TM</sup>** product implemented in Q4 to enable her large item purchase needs



PayStretch R753.96 x 12

Wallet Top Up

hassle-free!

Cancel

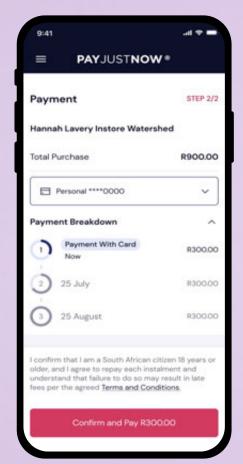
29.25% interest, plus fees

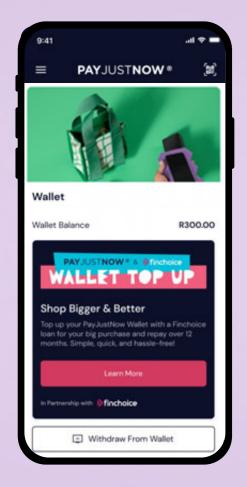
Spend Up To: R7,000.00

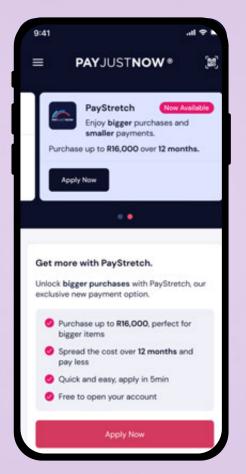
Top up your PayJustNow Wallet with a

Finchoice loan for your big purchase and

repay over 12 months. Simple, quick, and









**■** PayJustNow。

Jul-21

Rapidly scaling payments business winning over 100k new customers each month.

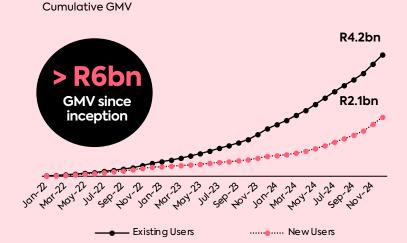
### Continuously growing customer base

Number of signed up customers (\*000)

2 415

51x
higher users since 2021

### Building loyal customers with payment options



#### Existing customers increasing spend and frequency

Annual GMV per distinct user by year of sign up (Rand)

De c-24

15000 10000 5000 0 Yr 1 Yr 2 Yr 3 Yr 4 Yr 5 Yr 6 2019 2020 2021 2022 2023 2024

#### Market leading payment products

BNPL

2.12x R7.0k

90 day frequency up from 1.84 Average spend returning customers up 21%



R44.2m

GMV written since Q4 launch

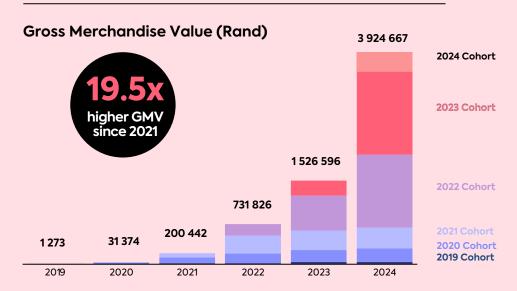






# Our payment products deliver sizeable value to merchants.

### Our Merchant retention validates our value



### Merchants > 2 800 across 10 000 points of presence









LE CREUSET NESPRESSO.





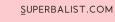












**Driving high conversion to Merchants** from multiple touchpoints

**Total customer interactions** 

Customers engaging on deals, search, campaign and transactional emails

**Drives** 24.7m lead referrals to merchants

> 8.1% **Engagement** to lead conversion





Retail.



# Unique retail business which continues to innovate and transform delivering profitable growth.



#### Retail delivers sales growth of 8.3%

- · Improving customer response to innovative bedding offers
- Roll-out of 16 new showrooms driving footfall with good conversion

#### Finance and other income up modest 2.1%

• Curtailment of risk reduced credit books negatively impacting interest income partly offset by growth of insurance products

#### Strong gross margin metrics up 270bps

- Effective merchandise strategies deliver strong sell through off innovative product combined with tight stock management
- Smart fulfilment technology and closure of 2<sup>nd</sup> warehouse driving reductions in supply chain cost

### Debtor costs managed to 20.2% of revenue (LY: 18.6%)

- Impacted by inclusion of rehabilitation books now brought in-house
- Improving book quality resulting in lower provision of 25.4% (LY: 29.4%)

#### Trading expenses growing well below revenue at 2.2%

- Marketing efficiency improved with successful campaigns
- Benefits from cost effective new smaller-format stores

#### Delivering profit before tax growth up 85%

	Dec 2024 Rm	Dec 2023 Rm	% change
Revenue	1909	1789	6.7%
Retail sales	1 329	1 227	8.3%
Finance and other income	580	562	2.1%
Gross profit	607	528	14.9%
Gross profit margin	45.7%	43.0%	2.7%
Debtor costs	(386)	(332)	16.3%
Trading expenses	(746)	(730)	2.2%
Operating profit	76	62	22.6%
Interest	(26)	(35)	(25.7%)
Profit before tax	50	27	85.2%

# Customer engagement steadily growing.

51%

Growth in Showroom sales

34%

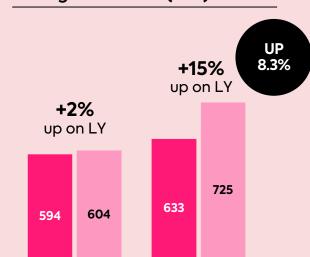
Up on cash customers



Sales growth driven by vibrant mass market with great customer response.

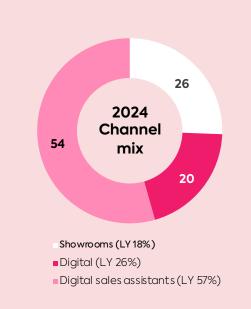
Momentum with Double digit sales growth in H2 (R'm)

Shifting sales to Showrooms contributing 26% (LY: 18%)



H2

2024





Customers remain core to our strategy

2023

**42%**Growth in new customers to 181k

**>15 000**New customers

New customers per month

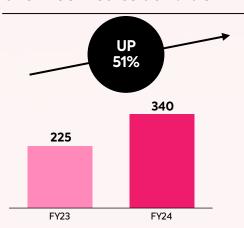
**82%** 

Of total customers are active

# Our showrooms offer a unique shopping experience driving significant growth with opportunity to accelerate.



#### Showroom sales at 26% of mix



### Showroom portfolio



### New showrooms deliver double-digit profit margins

**250sqm** 

Optimal store size

**57%** 

High bedding mix at good margins

Higher trading densities than larger format stores

47%

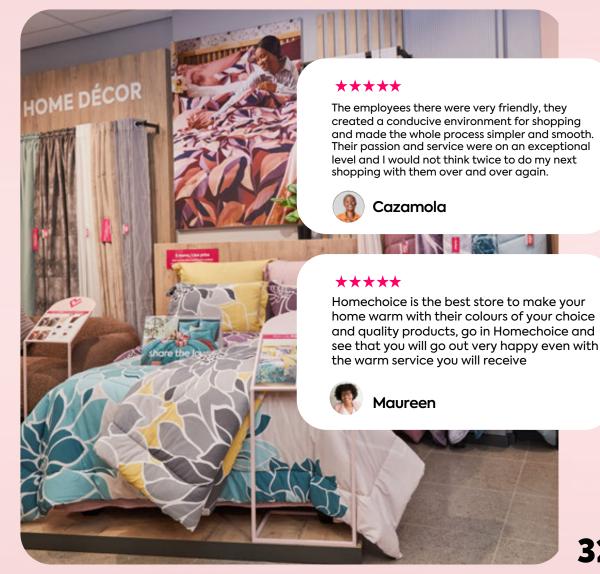
Acquisition customer sales mix at lower credit risk

22 New

Showrooms to be opened in FY25

**R2.2m** 

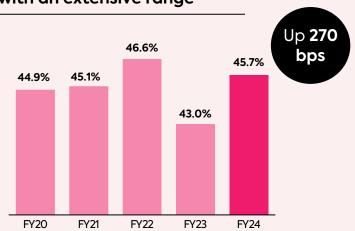
Capex per store with payback < 2 yrs



# Best in class gross margins from our differentiated product offering with technology driven logistics.



Homechoice are the Bedding experts with an extensive range



- Heritage bedding range significant product mix at 56%
- Homechoice branded product represents >70% sales
- Effective margin management with aged stock reduced by > 57%
- Product innovation driving newness and high sell through

40 years of local knowledge enables efficient country wide distribution

## 603 000

Parcels delivered in 5 day from order to delivery of which 40% in rural locations



Reduction in cost per parcel with implementation of Smart Fulfilment

## 20 000 sqm

Efficient storage, picking and packing in our Cape town warehouse

### 1 in 3

Parcels delivered to 45 Homechoice collection points



# 10.1%

Unclaimed returns reduced from 13.2% with technology









# In-house credit expertise delivers quality credit customers.

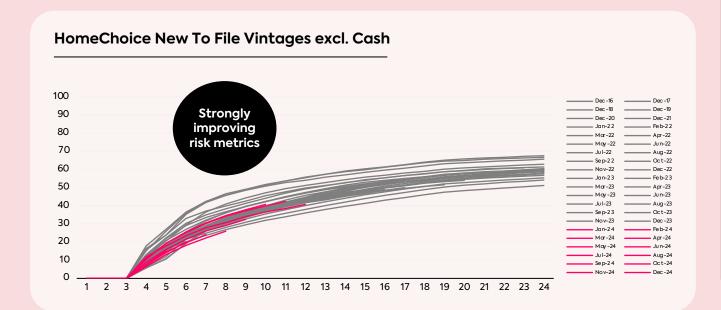


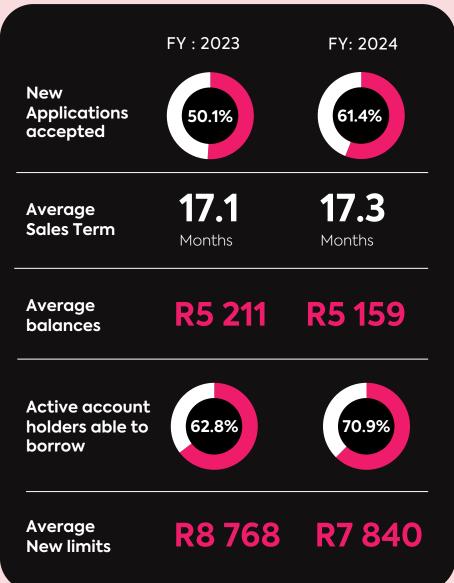
### Maintained consistently lower levels of credit risk.

- Implemented a bespoke application scorecard, allowing for greater flexibility in credit risk strategies
- · Refined existing customer limits and enhanced exposure management.
- Strengthened fraud defenses with digital identity verification.
- Implemented a risk-based mandatory debit order, leading to continuous improvements in payment rates

#### More mature retail vintages now fall within established risk tolerances.

- Early roll rates performed well post-scorecard implementation, improving bad rates and maintaining them within risk tolerances
- Achieved improved cash collection, higher yields, and a better NPL ratio.





# Transforming her experience with our multiple digital channels.



# Whatsapp Sales & service

140k Unique customers with 83% engaged

Returning each month through Whatsapp

## Digital contact centre

143% number of sales per agent

↑36% collections per agent

### Social commerce

1 7 Facebook rating

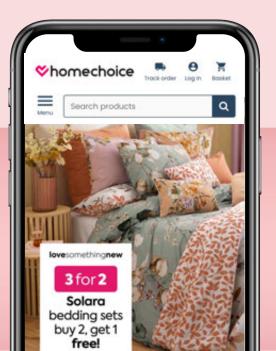
**7** Google score

### **Homechoice App**

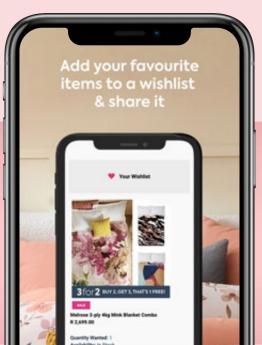
1218k App users equating to 42% of customer base

145% More sessions from benefit of push notifications











Forward.

# Fintech will continue to outpace market as ecosystem and embedded financial products drive shareholder value.

HiĽ

- Weaver is a profitable, fast growing fintech which enjoys strong customer and merchant demand, with revenue and profit CAGRs over 30% for past 5 years.
- Significant momentum is being gained in the cross-sell of products across its ecosystem, with velocity from existing customers demonstrating her trust in the brand.
- Focus continues on product innovation, investment in technology, Al and data to support Weaver's future growth. Newly launched PayStretch<sup>TM</sup> is showing strong customer and merchant adoption.
- Retail is attracting new customers and delivering profitable growth with Showroom and Digital Chat strategies.
- Trading results to 28 February 2025 are strong, in line with management expectations.

## R1.1bn

Disbursements up 30% YTD

## R0.9bn

GMV (payments) up 125%

## 208 000

Fintech new customers up 33%

### **R200m**

Retail sales up 7%



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