

# Rexel

Worldwide expert in the professional multichannel distribution of electrical products and services for the energy world

11/03/2021

**REXEL**

a world of energy

# S U M M A R Y



**Rexel**  
A world of energy



**Our business**  
A multi-specialist &  
omnichannel partner



**Our commitments**  
For a better energy future



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# Rexel

## A world of energy

Rexel **supports** its residential, commercial and industrial customers by providing **a tailored and scalable range of products and services in energy management** for construction, renovation, production and maintenance.

# Group key figures

AS OF 12/31/2020

Sales  
**12.6**  
€ billion

**650,000**  
Active customers

**25**  
Countries

**x2**

Sales of energy efficiency products and solutions (since 2011)

**2.6** Digital sales (webshops + EDI )  
€ billion

**24,000+**  
Employees



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# Three main business regions



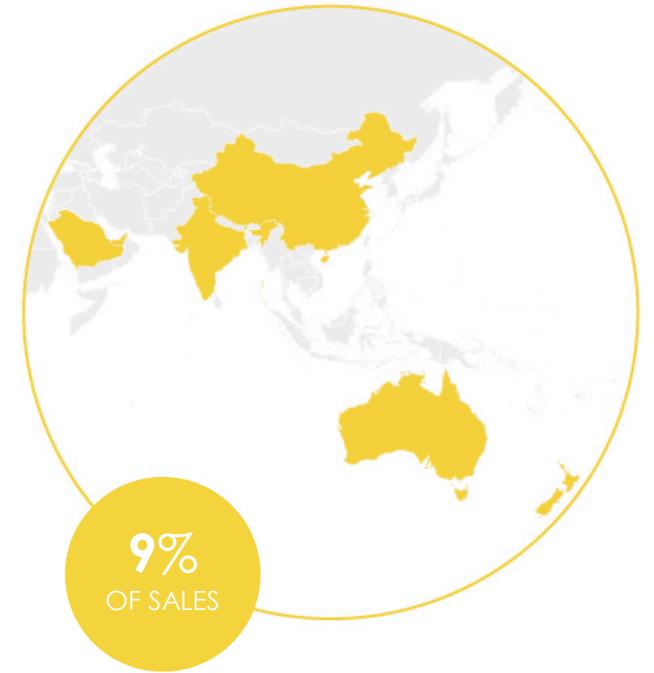
## North America

Canada,  
United States



## Europe

Austria, Belgium, Finland, France,  
Germany, Ireland, Italy, Luxembourg,  
Netherlands, Norway, Portugal, Russia,  
Slovenia, Spain, Sweden, Switzerland,  
United Kingdom



## Asia-Pacific

Australia, China (incl. Hong Kong),  
India, New Zealand, Saudi Arabia,  
United Arab Emirates

# Solid fundamentals

16%

of market shares in Europe

€613.0 m

Free cash-flow before interest and tax

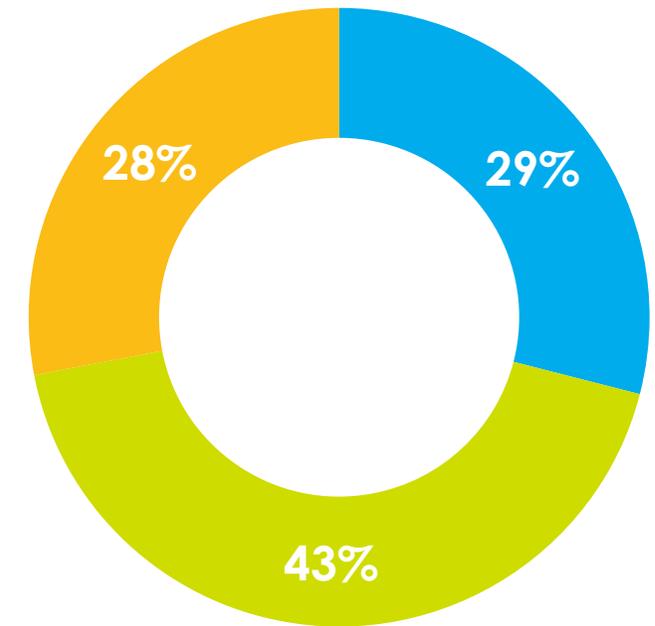
Gross margin

24.6% of sales

€300M

invested in IT/Digital platform in 2018-2020, i.e 2/3 of the Group total investments

Well-balanced end-markets (in % of sales)



■ Industrial ■ Commercial ■ Résidentiel

# The Executive Committee

## GROUP FUNCTIONS



Guillaume **TEXIER**  
Chief Executive Officer



Guillaume **DUBRULE**  
Group Purchasing and  
Supplier Relationship  
Director



Luc **DALLERY**  
Group Chief Human  
Resources and  
Communications  
Officer



Constance **GRISONI**  
Group Strategy Director



Laurent **DELABARRE**  
Group Chief Financial  
Officer



Sébastien **THIERRY**  
General Secretary and  
Secretary of the Board of  
Directors



Nathalie **WRIGHT**  
Group Digital and IT  
Transformation Director

## BUSINESS OPERATIONS



Jeff **BAKER**  
CEO and SVP Rexel USA



Pierre **BENOÎT**  
CEO Rexel  
UK/Ireland - Benelux



Roger **LITTLE**  
CEO Rexel Canada



Thomas **MOREAU**  
CEO Rexel France



Nathalie **WRIGHT**  
CEO Rexel Nordics



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# The Board of Directors



Ian **MEAKINS**

Chairman of the Board of Directors  
Independent member



François **HENROT**

Deputy Chairman of the Board of Directors  
Senior Independent Director



Agnès **TOURAINÉ**

Independent member  
Chairman of the Compensation Committee



Herna **VERHAGEN**

Independent member  
Chairman of the Nomination Committee



François **AUQUE**

Independent member  
Chairman of the Audit and Risk Committee



Brigitte **CANTALOUBE**

Independent member



Marcus **ALEXANDERSON**

Not Independent member



Elen **PHILLIPS**

Independent member



Maria **RICHTER**

Independent member



Guillaume **TEXIER**

Not Independent member  
CEO of Rexel



Toni **KILLEBREW**

Director representing the employees



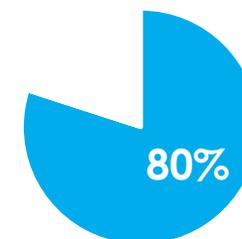
Julien **BONNEL**

Director representing the employees



of Directors are women\*

\*Excluding Directors representing the employees



of independent Directors\*



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# Our business

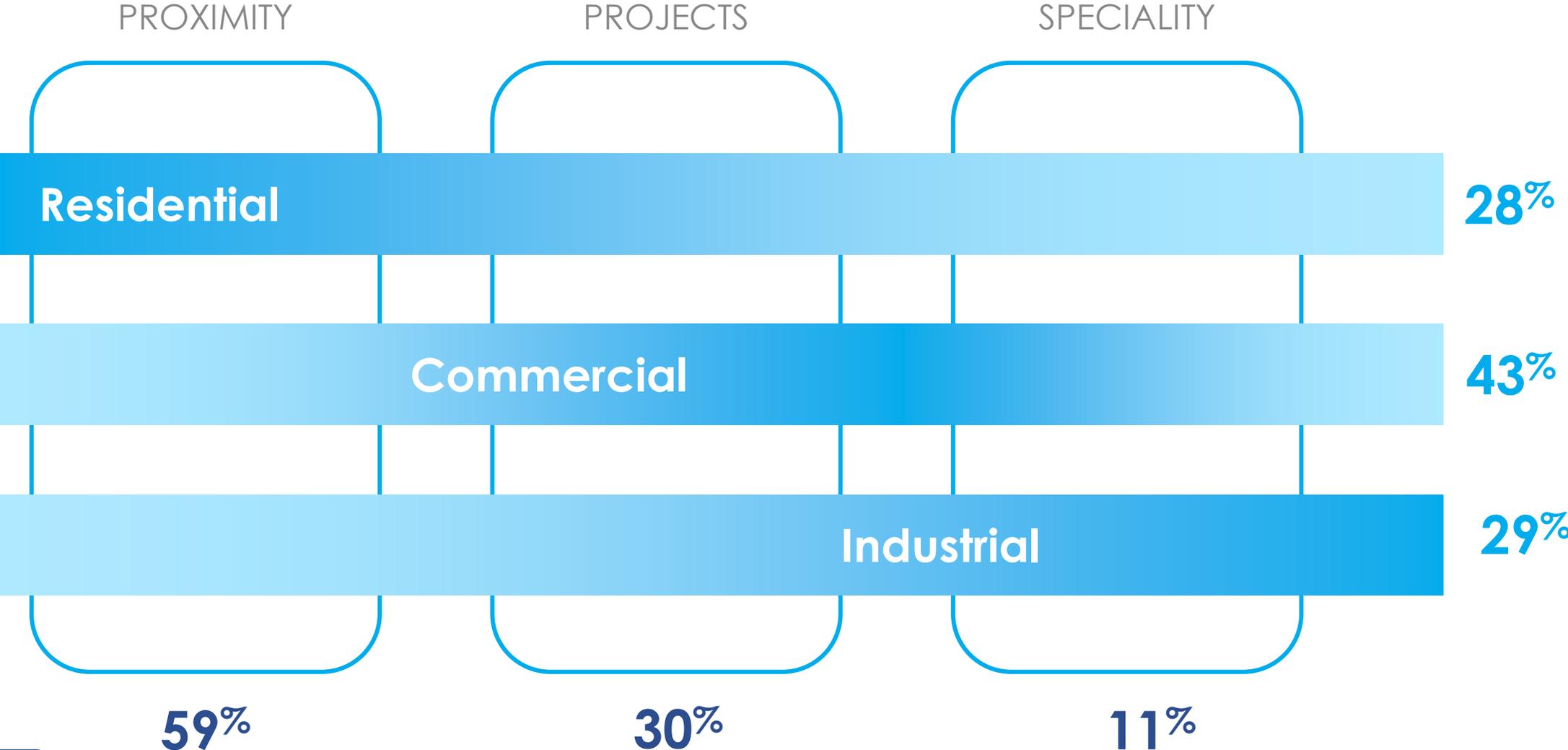
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omnichannel partner

# Expertise at the heart of the value chain

REXEL SUPPORTS ITS RESIDENTIAL, COMMERCIAL AND INDUSTRIAL CUSTOMERS BY PROVIDING A TAILORED AND SCALABLE RANGE OF PRODUCTS AND SERVICES IN ENERGY MANAGEMENT FOR CONSTRUCTION, RENOVATION, PRODUCTION AND MAINTENANCE.



# Creating value through 3 business approaches in 3 end-markets



# CUSTOMER PROXIMITY

## BEING CLOSE TO INSTALLERS

Rexel simplifies the work of installers by providing an omnichannel offering, assistance for the whole business process, and customized training programs.

**1,900+**

branches offering a comprehensive service (recommendation, advice and training)

over **16,000**

sales representatives including **8,000** outside sales reps



4,000 products permanently available at each branch



Technical advice



Order picking made simple

## Order picking suited to each type of customer

In Finland, 100% of branches operate 24/7



### The Esabora software suite

enables installers to conduct energy pre-audits on site followed by the best recommendations and business proposals for customers.



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# PROJECTS

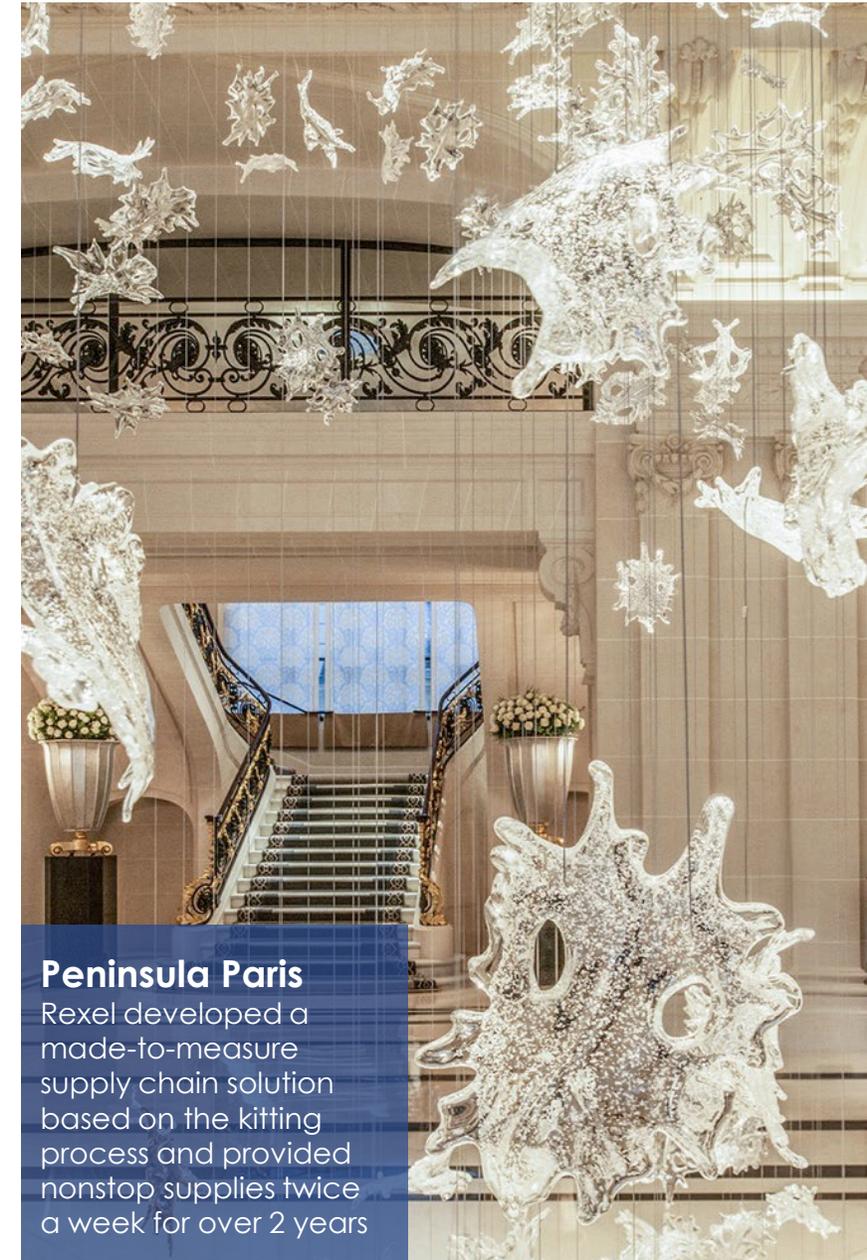
## MANAGING COMPLEXITY AND OPTIMIZING THE SUPPLY CHAIN

**Efficiently supplied, our customers also have access to innovative supply chain solutions, reducing costs by improving productivity.**

- Supply chain services ensuring quick nonstop delivery
- On-site management of supply and inventories
- Compliance with all quality and safety standards
- Dynamic management of the product offering to meet the most specific needs
- Optimized budget proposals, multi-lot management of tendering
- Tailored made solutions (branches set-up on worksite, electrical products kitting)



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### **Peninsula Paris**

Rexel developed a made-to-measure supply chain solution based on the kitting process and provided nonstop supplies twice a week for over 2 years

# SPECIALTY

## DEVELOPING EXPERT KNOW-HOW IN SPECIALIZED MARKETS

**Specialized resources, expert skills and innovative solutions adapted to the specific needs of each industry:**

/OEMs (Original Equipment Manufacturers)

/Data Centers

/Agri-food, automotive, petrochemicals and mining industries

/Retail, hospitality, hospitals...

- Conducting of studies ahead of each project by our specialized teams
- Extended product/brand offering
- Site MTO (Material Take-Off) management
- Setting up of testing centers
- TCO (Total Cost of Ownership) optimization
- Specific digital monitoring solutions for the supply chain
- Capacity to offer cross-sale offerings or upgrades



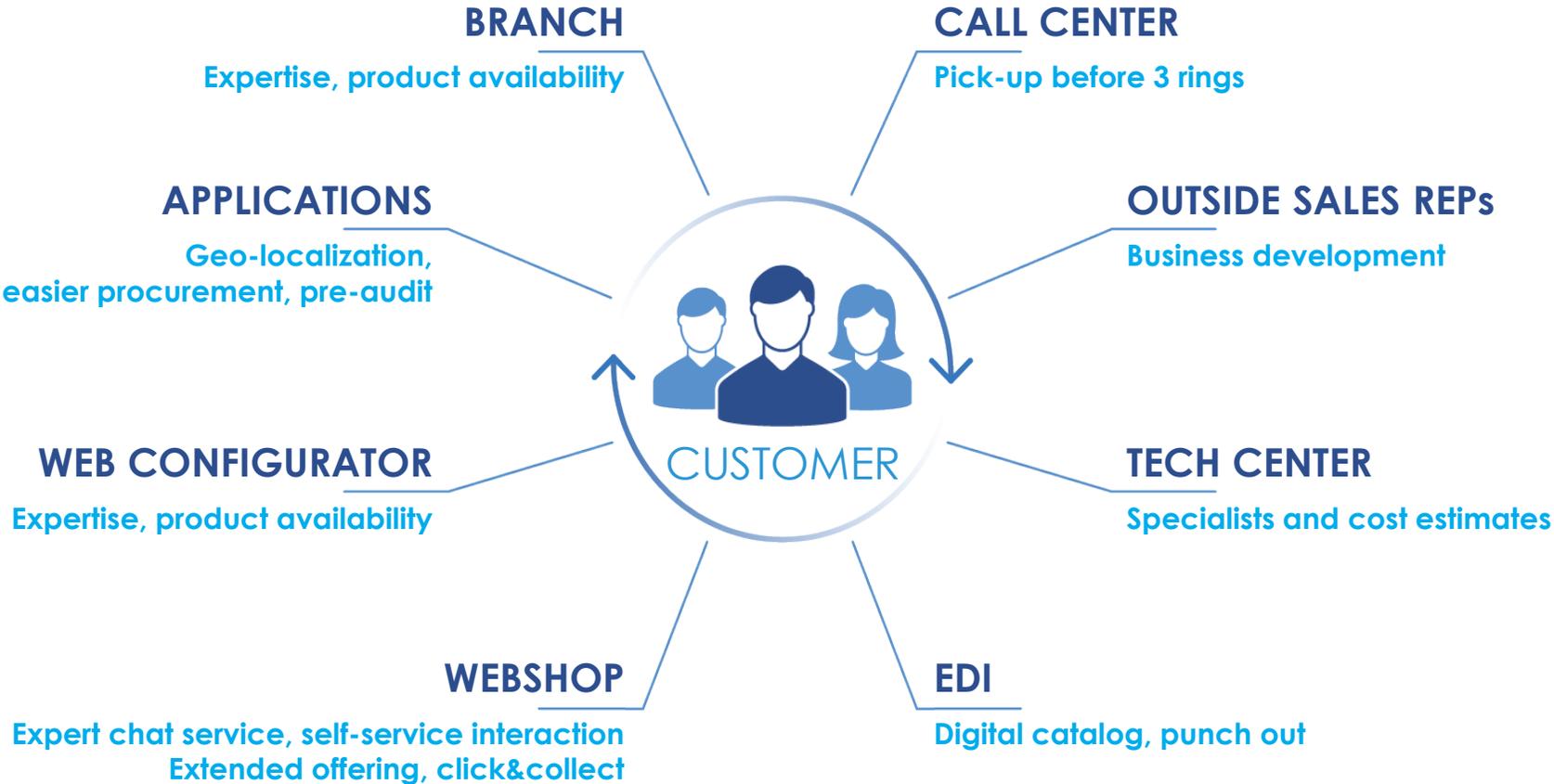
**Capitol Light** delivers expertise in the optimization of energy for lighting supplied to store chains, hotels, restaurants...



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# Maximizing customer contacts through an omnichannel approach

THE REXEL PRODUCT OFFERING IS AVAILABLE ANYWHERE, AT ANY TIME, THROUGH MULTIPLE CONTACT POINTS.



↓

**2**

**million**  
customer contacts  
every day

↑



# Optimal service quality thanks to a powerful supply chain

**Rexel provides large-scale inventory management, product supply from the leading manufacturers of electrical equipment, customized tools and a reliable supply chain.**

- 59 logistics centers worldwide
- An internalized supply-chain
- Performance and reliability of supply chain solutions and information systems to serve our customers
- Permanent availability of 4,000 products at branches
- 50,000 products available with next-day delivery

Cloud-based Track&Trace system in Europe



# Innovating and growing through digital technology

IN 2020, REXEL RECORDED €2.6 BILLION E-COMMERCE SALES (WEBSHOPS AND EDI)

## A STRONG E-COMMERCE PLATFORM

- Common platform (updates and upgrades for 11 countries simultaneously)
- Enhanced content management
- Optimized and simplified payment solutions
- Personalized webshop by user profile

## INNOVATIVE APPLICATIONS

- Developed to meet customer needs
- Tailored to each market
  - In the United States, Rexel offers an application to make orders without delay: in a few seconds, using a photo taken at the worksite, an installer can access a product's full details and check its price and availability in a database containing over 100,000 products

## POWERFUL CRM TOOLS

- Data-driven and use of artificial intelligence
- Specific knowledge of each customer and related life-cycle
- Detailed analysis of data for loyalty operations

## EDI

- Direct access to Rexel services
- Online catalogue



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# 1

## digital order

every second

in Europe

every 30 seconds

in the US

Webshop account  
opened

in

# 3 minutes



# A strategy based on two pillars

## ORGANIC GROWTH AND VALUE CREATION

### 1 Constant strengthening of the Group to guarantee profitable organic growth

- Growth in volume, in line with a “More customers, More SKUs, More Digital” approach
- Priorities per business approach:

#### Proximity

(59% of total sales)

Expanded footprint through new branches/counters opening, accelerated multi-channel approach and constant improvement in service standards.

#### Projects

(30% of total sales)

Industrialization of the product offering designed for customers managing industrial or commercial projects.

#### Specialty

(11% of total sales)

Improved capacity to meet specific requirements for specialized markets.

- Continuous improvement of the gross margin and cost structure

### 2 Migration to a leading data-driven services company

- Adoption of a service strategy, segmented around three types of product and service offers
- Migration to a data-driven company
- Increase selectivity in capital allocation and strengthen financial structure



# Our commitments for a better energy future

# Our sustainable development approach



Developing energy management solutions for our customers and for society at large



Fostering sustainability in our value chain



Improving the social and environmental performance of our operations



Acting with ethics and integrity

# Tangible commitments and acknowledged performance

## COMMITMENTS

### UN Global Compact (since 2011)



**United Nations**  
Global Compact

**4 charters/policies applicable to all the Group's employees**

- Ethics Guide
- Environmental Charter
- Community Involvement Charter
- Safety policy



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## PERFORMANCE

### Extra-financial ratings

- For investors
- Customer focus



FTSE4Good



**Transparency for Sustainable Development issues**

The Rexel Foundation  
for a better energy future



The Rexel Foundation's mission is to improve access to energy efficiency for all.



Operating in  
**20** countries



Supported projects

**+70**



over **165,000**  
people positively impacted

# The Rexel Foundation for a better energy future

# 5

lines  
of action

## 1. FACILITATING

access to affordable, efficient and sustainable energy

## 2. SUPPORTING

the fight against fuel poverty

## 3. DEVELOPING

renewable energies and their funding

## 4. ENCOURAGING

the acceleration of energy retrofiting

## 5. INFORMING AND EDUCATING

the general public about energy transition

# 4

types  
of project

1. **Community projects** are promoted by associations and NGOs that encourage the involvement of the most underprivileged communities in managing their energy consumption and improving their living conditions.

2. **Social innovation projects** are driven by social entrepreneurs who develop new economic models that have a social impact.

3. **Knowledge and learning projects** include projects co-created by energy efficiency researchers and experts to be shared with the general public.

4. **Employee projects** are initiatives sponsored by the Group's employees.

# Focus on the Roubaix social innovation project

## THE REXEL FOUNDATION AS A FUEL-POVERTY SOLUTIONS PROVIDER

In 2018, on the occasion of its Innovation Day, the Rexel Foundation brought together a group of residents, elected officials, associations, Foundations, Rexel branches and social entrepreneurs from Roubaix, one of the most disadvantaged cities in France

The will of this collective is to integrate people dealing with fuel poverty issues into the reflections, so that they take part in the research and development of lasting solutions

Collaborative brainstorming workshops bringing the collective together are organized throughout the year with the support of Rexel experts

Given the success of this initiative, the next step is to apply this model in other areas, such as the city of Roanne (France), and then on a larger scale



Thank you

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