

**NEW WAVE GROUP
CAPITAL MARKET
DAY, OCT 6**

btc
activewear



**OUTSTANDING
SERVICE &
BEST BRANDS
FOR OVER**

30
Years



We are one of the largest UK base multi-brand distributors to the Promotional Apparel, Corporate Wear, Workwear Teamwear, Schoolwear both high-street and online retail markets.

“ TO OFFER
GREAT CHOICE & STOCKS
OF THE **BEST PRODUCTS** AVAILABLE
DELIVERED QUICKLY, ACCURATELY
AND AS
COST-EFFECTIVELY
AS POSSIBLE ”

BUSINESS BACKGROUND

1990

Commenced as Fruit Of The Loom distributor in the UK

1992 -1999

4x separate regional independent businesses trading under the banner 'BTC
BTC London, BTC South West, BTC Midlands, BTC North.

2000

BTC Activewear Ltd Incorporated as a jointly owned distribution centre.
Key founders - Glenn Hyams (GH), Charles Grose (CG), Stephen Pope (SP), Frank Jheinga (FJ).
Regional Stock amalgamated into a new central distribution centre in the West Midlands 20,000 sq. ft.

2003

Move to Darlaston Ind Estate. 40,000 sq. ft.

2005

Frank Jheinga resigns from BTC and sells shares to other shareholders

2007

Hive up of the original 4 regional sales businesses into BTC Activewear Ltd

2009

Operations moved to a purpose built DC in Wednesbury - 100,000 sq. ft. with attached offices

2010

BTC acquired by Falk&Ross Group

2012

Non-Execs - GH & CG become non-exec Directors

2015

New WMS installed - ProLogistik ("PL")



2020

Salesforce™ CRM introduced



2022

Aquired by New Wave Group



INTEGRATED OFFICE & DISTRIBUTION CENTRE



Our distribution centre serves the UK and Ireland and is conveniently located at the heart of the motorway network



WHY USE US?

**CLICK &
COLLECT**

MON-FRI
8AM - 8PM

**WEEKEND
ORDERS**

ORDER BEFORE
7.30PM SUNDAY
FOR DELIVERY
MONDAY
MORNING

**NEXT DAY
DELIVERY
GET IT
TOMORROW**

#TEAMBTC

**FUN, FRIENDLY,
HONEST & RELIABLE**

ONLINE & ON TIME

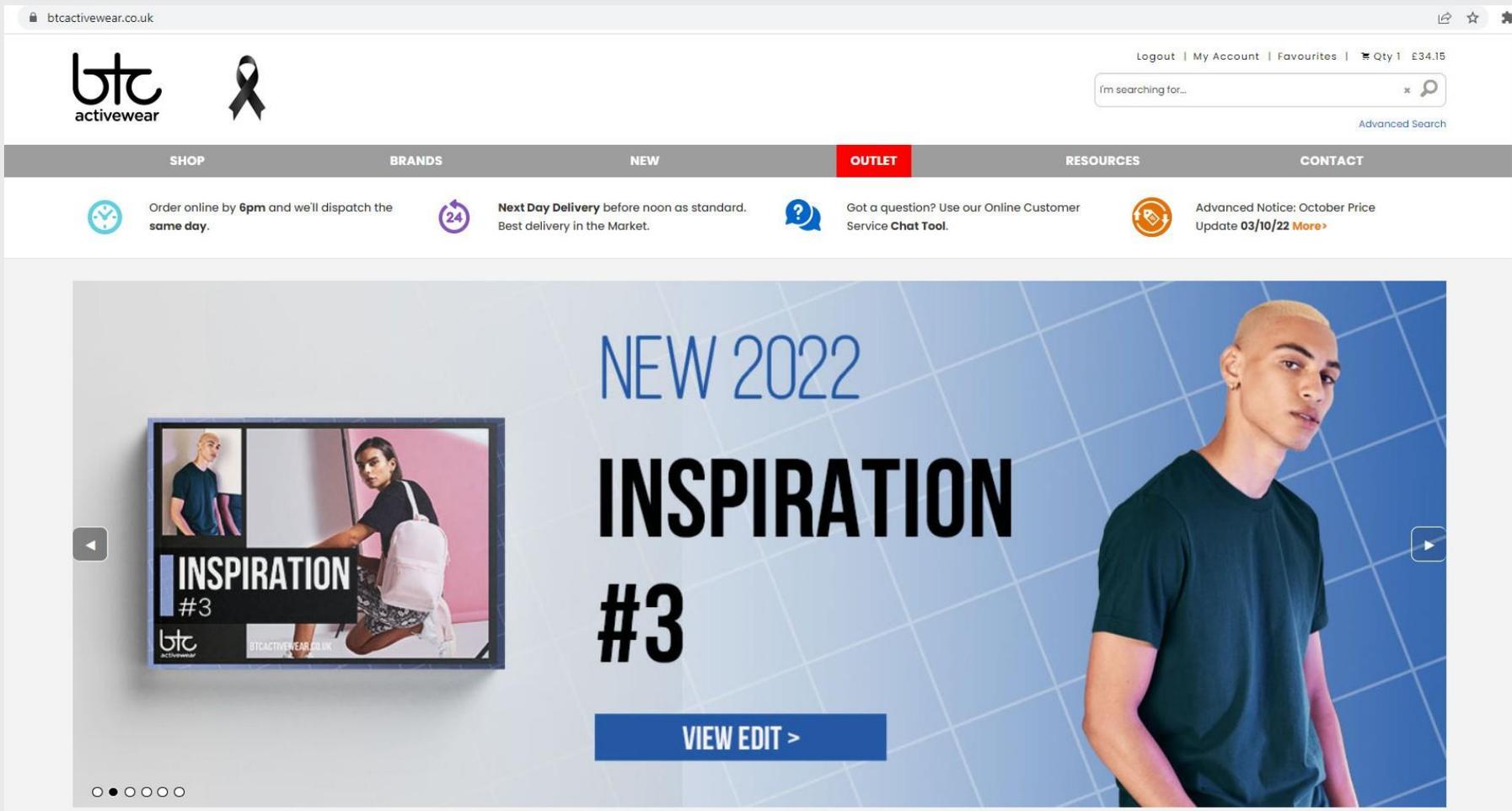
**CENTRAL
LOCATION**

**DELIVERY
SERVICE THAT
SUITS YOU**

**PERSONAL
SERVICE**

**FASTEST
WEBSTORE**

**CUSTOMER
SERVICE
WEB CHAT
8AM - 8PM**



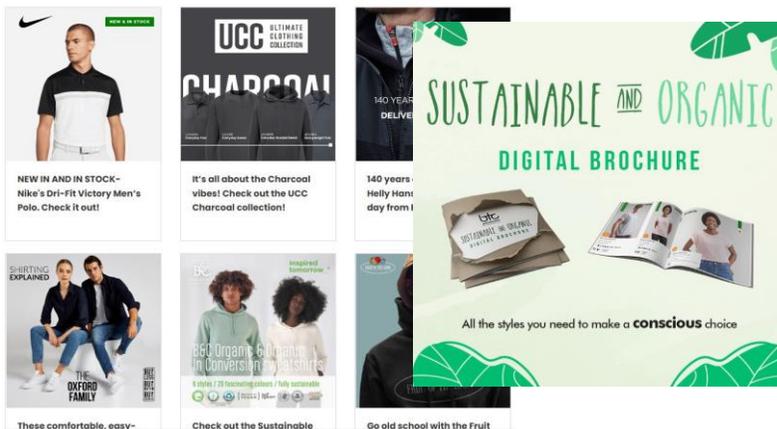
Fast, easy to use webstore packed full of features:

- **+88%** orders placed via web store
- **Self Managing Tools** Via "My Account"
- Key Customer Integration via **API & EDI**
- Access to **Digital Marketing**

MARKETING & DIGITAL COMMUNICATION

DIGITAL COMMUNICATION

- Webstore Advertising
- Targeted Customer Campaigns
- Social Media Campaigns
- Market Sector Publications
- Inspiration Digital Catalogues



THE PERSONAL TOUCH

- Trade Fairs
- Road shows
- Industry Publications
- Direct Mail
- Sample Campaigns
- Sales Team Presentations



PLAN FOR THE FUTURE

LAUNCH A CAPSULE COLLECTION OF **CRAFT & JOBMAN** IN Q4 2022.

OUR OBJECTIVE IS:

- Continue the **positive wave of momentum** BTC is currently experiencing in the market.
- **Integrate BTC with NWG** best practices to enable efficiencies for a more aggressive plan in 2023.
-

CRAFT 

JOBMAN

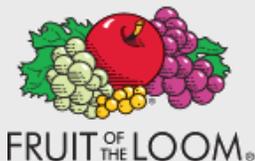
W O R K W E A R

INTRODUCING ADDITIONAL **NWG** CONCEPTS IN 2023.



INTERNATIONAL BRANDS

CONTINUE TO AGGRESSIVELY INCREASE MARKET SHARE



GILDAN

Beechfield
ORIGINAL HEADWEAR

REGATTA
PROFESSIONAL

Result

RUSSELL



STORMTECH
nurtured by nature

TEE JAYS

HH
workwear

BC
COLLECTION

BELLA+CANVAS

FLEXFIT
YUPOONG

KUSTOM KIT

INCREASE STOCKHOLDING & DISTRIBUTION CAPACITY

POTENTIAL ADDITIONAL WAREHOUSE OPPORTUNITIES



ROUTE TO MARKET

NWG CONCEPTS – INTERNATIONAL BRANDS – OWN BRAND

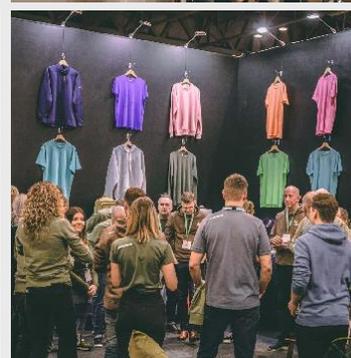
Printwear & Promotion LIVE 2023 Trade Fair

Web Store

Digital Communication

Sales Team

Brand Ambassadors



BTC 5 YEAR PLAN TO 2027

Revenue
£100m

EBIT
15%

NWG Brands
30%

International Brands
70%

THANK YOU