

"Make sure you're with
the winning team"

Scott Cam



LIKE A CHAT?

Mitre 10 has a passionate and unwavering commitment to the independent hardware sector and we are the only true independent hardware retail network in Australia.

If you'd like to chat about joining forces with Mitre 10, call us and we'll set up a time.

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**INDEPENDENCE
IS WORTH
FIGHTING FOR.**

MIGHTY HELPFUL MITRE 10

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AUSTRALIA'S MIGHTY INDEPENDENT HARDWARE NETWORK.

It's crunch time in the hardware game.

The corporates keep coming and we, as independents, face our biggest challenges ever. But while our competitors, old and new, are clever and resourceful, Mitre 10 has the formula to succeed.

We know the way to beat this competition and we already have plans in place to help meet the challenges we all face. Part of that strategy is to put a fresh face to the brand and sponsor with Australia's top rating renovation show.

SCOTT CAM JOINS THE MITRE 10 TEAM.

He's one of Australia's best-loved chippies. His down-to-earth persona makes him the perfect choice for Mitre 10. He's a long-term Mitre 10 customer too with trade accounts at the Mitre 10 stores in Mudgee and Sydney. You'll see Scott on TV, in stores, on line, in catalogues and more, adding credibility and personality to the brand.

TV



POS



BLOCK BUSTER COMMITMENT FROM MITRE 10.



It's on at 7 O'Block and as Scott Cam's been saying, it's "HUGE" and Mitre 10 is a major sponsor.

Scott Cam, our brand ambassador hosts the show. We supplied the best-equipped tool shed on The Block. Our mighty helpful team gave them advice along the way.

But most importantly Mitre 10 is now inextricably linked to Australia's most popular home renovation show.

7 O'BLOCK WEEKNIGHTS

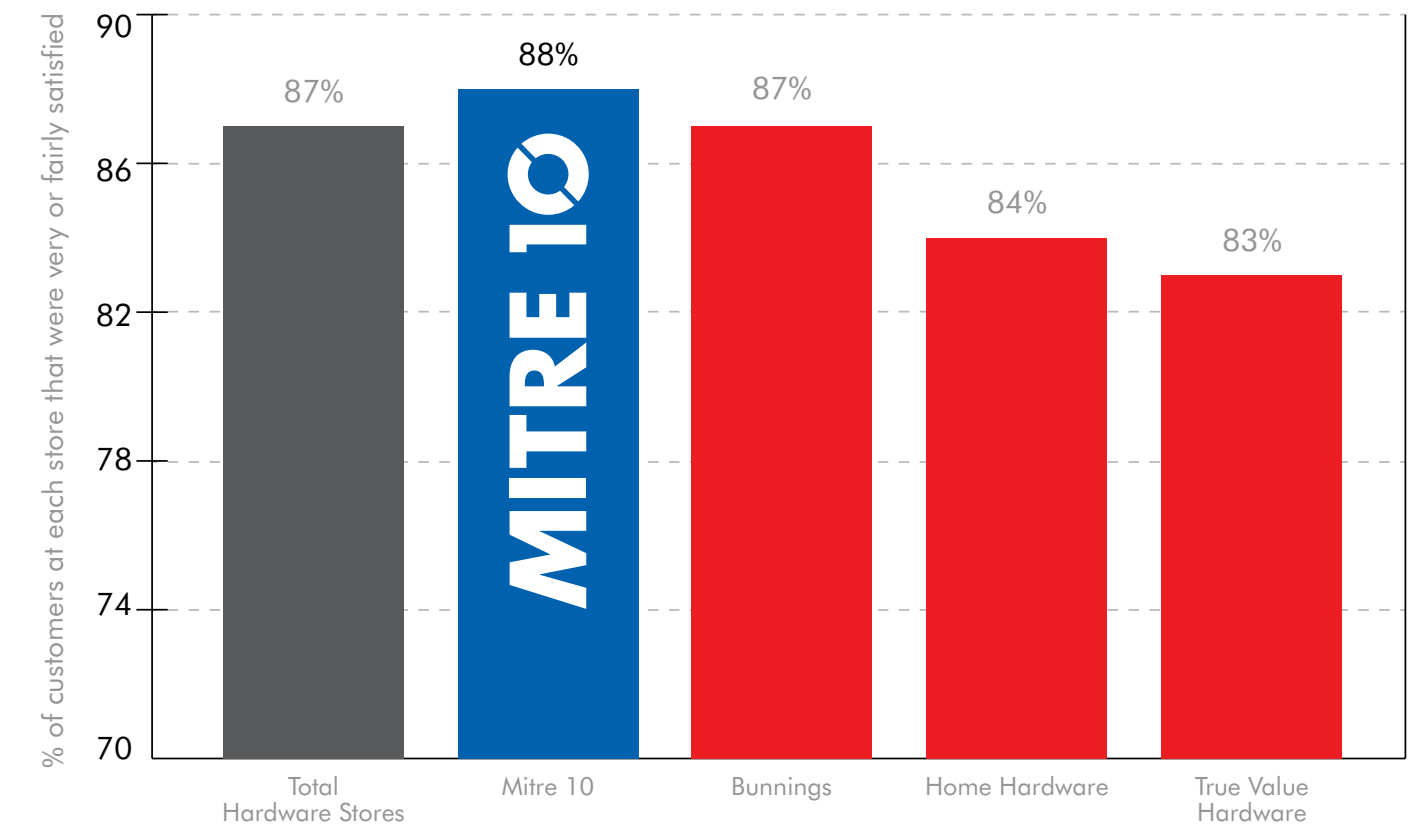


WINNING THE POPULARITY OF AUSTRALIA TOO.

In the recent independent research undertaken by Roy Morgan, Mitre 10 leads in "customer satisfaction with hardware stores".

Mitre 10 ranked number one in customer satisfaction, with 88%, ahead of Bunnings (87%), Home Hardware (84%), and True Value Hardware (83%).

SATISFACTION WITH HARDWARE STORES



Source: Roy Morgan Single Source April 2010 – March 2011. Total bought from one or more hardware store(s) in the last 4 weeks n=10,407. *Satisfaction ratings based on responses based who were 'very satisfied' or 'satisfied' with each store bought from in the last 4 weeks.



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