



## Stealth Secures Suite of Global Brand Distribution Agreements to Accelerate Growth Pathway

Stealth Group Holdings Ltd (ASX: SGI) ("Stealth" or "the Company") is pleased to announce that its Consumer Division, Force Technology ("Force"), has secured exclusive distribution agreements in Australia and New Zealand for a suite of globally recognised brands including **CASETiFY**, **Belkin**, **Ember**, and extended its long-standing partnership with **D3O®**, the proprietary material used in Stealth's own-label mobile accessories brand, **EFM**.

These newly secured rights not only extend Force's market access but also restrict competing global distributors from selling within the Australian and New Zealand markets, providing a clear competitive advantage and supporting growth across both existing and new sales channels.

In a further strategic milestone, Force has launched its EFM product range on the JB Hi-Fi online marketplace, one of Australia's largest consumer electronics platforms. This partnership opens a high-traffic, digital-first retail channel that focuses exclusively on online-only products not ranged in-store, expanding Stealth's consumer reach and digital sales capability.

Together, these brand partnerships represent significant progress against Stealth's FY28 strategic plan, reinforcing the Company's pathway to accelerated revenue growth, margin expansion, and brand-led differentiation. These developments strengthen Force's position as a market-leading distributor in lifestyle and consumer electronics and advance Stealth's transformation into a capital-efficient, higher-margin, multi-channel growth platform.

### Delivering High Value

- **Exclusive Brands:** Stealth now holds exclusive distribution rights for some of the world's most in-demand and innovative consumer brands. These agreements enhance Force's product range, customer relevance, and brand equity while delivering margin uplift.
- **Existing Sales Channels:** These partnerships complement Force's existing 3,300 store reseller network, online marketplaces and direct-to-consumer footprint, customer base driving more volume and leveraging its supply chain and distribution capability including JB Hi-Fi, Officeworks, Vodafone, 7-Eleven, independent retail, and Telco kiosk stores.
- **Expanded Sales Channels:** These partnerships unlock access to new high-value retail and marketplace channels including David Jones, Telstra, Costco complementing Force's existing reseller network and customer base.
- **International Expansion:** The new agreement with D3O® proprietary material used in our own EFM-branded accessories, now includes sales of the EFM brand in new markets of Asia and Middle East through in-store resellers and online marketplaces.

### Financial Contribution

- The Casetify, Ember, Belkin, JB Hi-Fi and new market expansion agreements is expected to contribute **\$7.0 million in incremental revenue in FY26**, with expected material margin upside over the multi-year term of each agreement.

#### BOARD OF DIRECTORS

Chris Wharton AM  
Chairman

Michael Arnold  
Group Managing Director & CEO

John Groppoli  
Non-Executive Director

Simon Poidevin  
Non-Executive Director

#### ISSUED CAPITAL

129.5 million Ordinary Shares

#### PRINCIPAL OFFICE

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#### GROUP OPERATING BRANDS

- > Heatleys Safety, Industrial & Automotive
- > Force Technology International
- > United Supply Company
- > Trade Member Direct

#### WEBSITES

- > [heatleys.com.au](http://heatleys.com.au)
- > [forcetechnology.com.au](http://forcetechnology.com.au)
- > [cltoolcentre.com.au](http://cltoolcentre.com.au)
- > [isgaus.com.au](http://isgaus.com.au)
- > [unitedtools.com.au](http://unitedtools.com.au)
- > [toolspareparts.com.au](http://toolspareparts.com.au)

**ASX: SGI**

## Outlook and Commitment to Shareholder Value

Stealth remains focused on executing its FY28 plan to drive margin expansion, brand differentiation, and profitable growth across its Consumer and Industrial divisions. The Company will continue to seek additional exclusive distribution opportunities that align with its brand and customer strategy and deliver tangible margin expansion.

### *Stealth Group Holdings* CEO Mike Arnold commented:

“This is another major step forward in delivering our FY28 growth strategy. We’ve added some of the world’s most innovative and consumer tech brands to our portfolio. These partnerships give us more product differentiation, more channels, more margin and ultimately, more growth. They strengthen Force’s leadership in lifestyle and tech accessories and provide real momentum toward our Stealth Group FY28 \$300 million revenue ambition.”

## Brand Agreement Highlights

### 1. CASETiFY

- Five-year exclusive distribution agreement in Australia (excludes their two flagship stores).
- Stealth assumes full control over all retail, wholesale, and online marketplace distribution.
- Product range includes phone cases, Apple accessories, AirPods cases, iPad/MacBook sleeves, and customisable designs with global artist collaborations. CASETiFY has recently expanded its range to include travel luggage.
- Distribution commences August 2025.

### 2. Belkin

- Belkin is a subsidiary of the Taiwanese multinational electronics firm Foxconn, the world's largest contract electronics manufacturer, renowned for assembling products for major brands like Apple, Sony, and Nintendo. Despite the acquisition, Belkin continues to operate independently under its brand name.
- Global leader in mobile and computing peripherals, operating in over 100 countries.
- Stealth appointed exclusive distributor for designated channels and customers including Vodafone, 7-Eleven, Telco kiosks, independent retailers and through Stealth’s industrial B2B channel.
- Belkin continues direct relationships with specific national account contracts.
- Strategic alignment between Belkin’s brand segmentation and Force’s customer and channel reach.

### 3. Ember

- Design-led innovator in smart temperature-controlled drinkware and lifestyle tech.
- Products include heated mugs and travel accessories sold in premium retailers.
- Stealth to manage wholesale, retail, and commercial distribution from August 2025.

### 4. D3O

- Global leader in shock-absorption technology used in defense, industrial, and consumer markets.
- Stealth’s long-term partner and the core protection material used in the EFM brand.
- New agreement extends rights in Australia and NZ, expands supply access, restricts competitors, and supports international growth into Asia and the Middle East.

### 5. JB Hi-Fi Marketplace

- Force has launched EFM own-label range on Australia’s largest consumer electronics marketplace.
- Products include phone cases, screen protection, speakers, power banks, and charging accessories.
- Provides a fast-growing digital channel with new customer reach.

This announcement was authorised to be given to the ASX by the Board of Directors of Stealth Group Holdings Ltd.

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**About the Stealth Group**

Stealth Group Holdings is a leading Australian multi-sector distribution company, providing a wide-range of industrial, safety, automotive, workplace and consumer products and solutions to businesses, trade-professionals and retail consumers through an omni-channel model incorporating a large sales force, contact centres, physical stores and online.

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