

Chairman address to Financial Year 2016 Annual General Meeting of Shareholders

I will take it that you have all read the Chairman's review in the annual report. Today I merely wish to touch on a few highlights. It is indeed pleasing to be able to report to you, that we have made positive progress on all major fronts. We grew revenues, EBITDA, NPAT and the dividend, at the same time as reducing debt. We have successfully expanded into the business and enterprise sectors by taking our commitment to excellence in customer service through investing in our people. These results demonstrate that our strategy is working. Vita's investment in professional development, leadership, training and culture is core to our strategy.

The engine room of last years result was Vita's retail channel. In recent years the leadership team has focused on developing team members and optimising the physical footprint. We want to ensure that Vita delivers a consistently positive in-store experience for its customers as well as strong sales performance.

As we look ahead, Vita Group is in a favorable position. Our relationship with Telstra is strong. We are confident that we can continue to optimise our retail operations and grow the SMB and enterprise channels profitably. We also have some new growth initiatives.

Last week we commenced a new venture that enables us to capitalise on our retail core competencies and sits firmly within our criteria for growth. We opened our flagship store for SQD Athletica (<https://www.sqdathletica.com>) at Pacific Fair on the Gold Coast. We also opened a pop up store in Carindale in Brisbane. SQD Athletica is a unique, men's lifestyle brand - refining style and inspiring men to find balance and to be "fit for life". The core range includes active apparel, lifestyle accessories, eyewear and skincare.

We are fortunate to have a talented executive team capably lead by Maxine as well as a stable and skilled board. I want to thank all



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of Vita's dedicated team members for their fabulous commitment to excellence. I would also like to thank our shareholders for your continued support.

Dick Simpson

About Vita Group

Brisbane-based Vita Group is a national, ASX-listed provider of telecommunications, electronics, ICT and related products and services through retail and business channels. As at the end of June 2016 Vita Group was operating 137 outlets, comprising 100 Telstra-branded retail stores, 21 Telstra Business Centres, 2 Fone Zone and 14 One Zero outlets. Vita Group also operates a fast-growing mobile accessories division under the Sprout brand, and other value-added products and services. For further information, visit www.vitagroup.com.au.



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