

Drivers of Sales and Profit Growth

own product	3P product	B2C	B2B	international	central services	our people
<ul style="list-style-type: none"> Maintain and develop all standards in relation to product compliance, QC and GRD. Focus on SDA products with a health story to align with health & wellbeing culture. Expand fitness products to align with health & wellbeing culture. Develop our outdoor living products to align with consumers Garden Time versus holidaying abroad. Target Energy Saving & The working from Home categories to align with rising inflation and new normal. Target products in proven winning DRTV categories (example Hair Removal). Target Pets category as consumers still spend on Pets despite economic pressures Expand our relationship with Midea across multiple product categories and ensure strong comms with Sales Teams. Expand relationship with existing and new blue-chip factories. Consider Bluetooth functionality products for NewImage and the Drew&Cole Apps. Reduce our Carbon footprint 	<ul style="list-style-type: none"> Align 3P categories with own brand ambitions. Consider shortform products for social media campaigns. Continue to develop and invest in our relationship with Capital Brands. Develop new relationship with Spectrum Brands – Owners of Power XL range. Develop the 'Jay at Play' relationship to ensure strong presence in 'Kids' category as consumer spend tends to remain strong in this category despite economic pressures. Regular updates and communication with 3P Suppliers via Sales Teams. Reduce our Carbon footprint. 	<ul style="list-style-type: none"> Continue doing everything that we already do! Control the secondary / Like-New Market in the UK. Consider Drop-Ship options to monetize our significant web traffic. Embrace new marketplaces such as Onbuy to reduce reliance on Amazon. Expand New Image into European market via Amazon and Own Brand site. Develop Drew & Cole App to grow database. New Image App to achieve subscription revenues. Increase Upsell, VIP and Warranty revenues. Develop a short form advertising profitable business model Grow Print Media & Reader Offer presence 	<ul style="list-style-type: none"> Continue doing everything that we already do! Sell in all new categories across existing B2B accounts with strong emphasis on Midea Range Target new growing high footfall B2B accounts including Supermarkets. Use new range products and high stock items to drive promotional activity. Expand B2B Retailer relationships to encompass their European channels. Look for new relationships with major e-commerce players - Ao.com, Wayfair, Next Target Fitness specialist for our Top-end fitness equipment Expand our Drop-Ship ability across our accounts to maximise listings 	<p>Continue doing everything that we already do!</p> <ul style="list-style-type: none"> Proactively sell in new product to International DRTV & live shopping partners utilising the wholesale model. Continue to develop the royalty model in USA & Japan and other major territories. Develop programs with live shopping channels that deliver repeat sales year after year. Gain brand / distribution partners for New Image. Gain brand / distribution partners for Drew & Cole. Develop campaigns with Global E-commerce partners. 	<ul style="list-style-type: none"> Finance Team to pay more active role in cost control and to always Challenge ALL costs Never stop Maximising efficiencies within our supply chain. Grow Trust Pilot Review to 5.0 stars with world class customer service. Target 4 star and above product reviews. Grow all the app reviews in Apple App Store and Google Play to 4.5 stars. Continual focus on the reduction of customer returns B2C & B2B. Deliver collaborative business partnering to support budget holder accountability and maximise profit. Develop MI reporting to drive brilliant business decisions Embrace our Corporate Social Responsibility (CSR) making decisions to enhance society and the environment instead of contributing negatively to them 	<ul style="list-style-type: none"> Maintain Profit Share program Continually improve communication within our business. Value our Teams input when business planning. Operate with a very open and honest culture with strong team ethics. Simplify our Performance Evaluation - PDP. 'Make work better' - Obtain Gold standard Investors in People accreditation.

“ Colleagues should take care of each other, have fun, celebrate success, learn by failure, look for reasons to praise not to criticize, communicate freely and most of all respect each other. ”



Own product

To identify and secure quick to market and innovative products that have a low risk profile, meet volume price points whilst enhancing our brands and creating our own Intellectual Property.

- Maintain and develop all standards in relation to product compliance, QC and GRD.
- Focus on SDA products with a health story to align with health & wellbeing culture
- Expand fitness products to align with health & wellbeing culture
- Develop our outdoor living products to align with consumers Garden Time versus holidaying abroad
- Target Energy Saving & The working from Home categories to align with rising inflation and new normal.
- Target products in proven winning DRTV categories (example Hair Removal).
- Target Pets category as consumers still spend on Pets despite economic pressures
- Expand our relationship with Midea across multiple product categories and ensure strong comms with Sales Teams
- Expand relationship with existing and new blue-chip factories.
- Consider Bluetooth functionality products for NewImage and the Drew&Cole Apps.
- Reduce our Carbon footprint



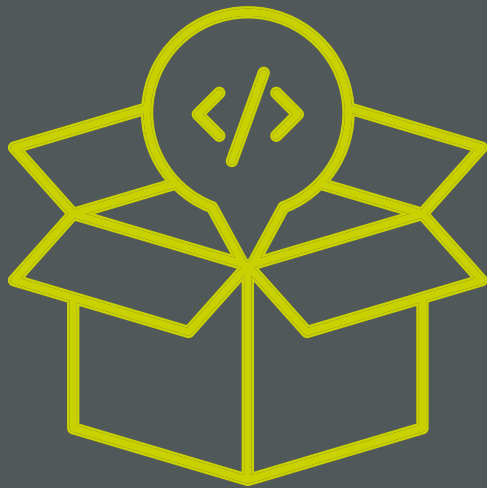
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Why: we improve the quality and enjoyment of peoples lives

Annual £60m turnover business delivering sustainable Profits of **£6m** by June 2024

High Street TV is dedicated to continually evolve our business and culture so that together we develop and achieve mutual success.



3P product

To identify and secure long-term exclusive UK product rights for DRTV industry winners and retain our status as 'go-to' UK distributor for third party products.

- Align 3P categories with own brand ambitions
- Consider shortform products for social media campaigns
- Continue to develop and invest in our relationship with Capital Brands
- Develop new relationship with Spectrum Brands – Owners of Power XL range
- Develop the 'Jay at Play' relationship to ensure strong presence in 'Kids' category as consumer spend tends to remain strong in this category despite economic pressures.
- Regular updates and communication with 3P Suppliers via Sales Teams
- Reduce our Carbon footprint



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Create compelling multichannel content that creates demand and maximizes our return on investment in media across all digital and traditional sales platforms.



B2C

- Continue doing everything that we already do!
- Control the secondary / Like-New Market in the UK.
- Consider Drop-Ship options to monetize our significant web traffic.
- Expand New Image into European market via Amazon and Own Brand site.
- Develop Drew & Cole App to grow database.
- Development of New Image App to achieve subscription revenues.
- Increase Upsell, VIP and Warranty revenues.
- Develop a short form advertising profitable business model
- Invest in the Midea relationship
- Grow Print Media & Reader Offer presence



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B2B

To build on our existing relationships with UK B2B customers whilst identifying new fast growth retail businesses with strong online growth that have a similar product profile.

- Continue doing everything that we already do!
- Sell in all of our new categories across existing B2B accounts with strong emphasis on Midea Range
- Target new growing high footfall B2B accounts including Supermarkets.
- Use new range products and high stock items to drive promotional activity.
- Expand B2B Retailer relationships to encompass their European channels.
- Look for new relationships with major e-comm players - Ao.com, Wayfair, Onbuy, Next
- Target Fitness specialist for our Top-end fitness equipment
- Expand our Drop-Ship ability across our accounts to maximise listings



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International

To grow both promotional and annuity revenue streams from International and Domestic Live Shopping partners.

- Proactively sell in new product to International DRTV & live shopping partners utilising the wholesale model.
- Continue to develop the royalty model in USA & Japan.
- Develop programs with live shopping channels that deliver repeat sales year after year.
- Gain brand / distribution partners for New Image.
- Gain brand / distribution partners for Drew & Cole.



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Central Services

Create strong ongoing relationships with our customers through quality products representing a value for money experience supported by a robust and efficient supply chain. Our teams need to challenge all costs in the business to ensure that our hard work in delivering profit is not wasted.

- Always Challenge product costs
- Maximise efficiencies within the supply chain - Tight management of Freight & Demurrage
- Grow Trust Pilot Review to 5.0 stars.
- Target 4 star and above product reviews.
- Grow all the app reviews in Apple App Store and Google Play to 4.5 stars.
- Continual focus on the reduction of customer returns B2C & B2B.
- Embrace our Corporate Social Responsibility (CSR) making decisions to enhance society and the environment instead of contributing negatively to them.



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our people

To engender a culture that encourages people to be their very best in a collaborative environment, and that our people are incentivised to take responsibility for the business objectives and growing its profitability.

- **Maintain Profit Share program**
- **Continually improve communication within our business.**
- **Value our Teams input when business planning.**
- **Operate with a very open and honest culture with strong team ethics.**
- **Simplify our Performance Evaluation - PDP.**
- **Encourage career progression.**
- **'Make work better' - Obtain Gold standard Investors in People accreditation.**

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