

NZX Release

31 August 2018

Methven to launch connected digital interactive displays

Methven Limited (MVN) is pleased to announce the launch of its new digital interactive display technology - a global first within the shower and tapware category.

Working shower displays are the ideal way for consumers to experience the sensory feeling of a shower spray, but when that is unavailable, it can be a challenge to compare products in-store. In partnership with USA-based Perch Interactive, Methven is merging their physical product displays with a digital experience.

This innovative technology activates dynamic digital content when a product is 'picked up' by the consumer. The interactive experience inspires consumers to learn more about Methven's unique spray technology, range information, and gain stimulus from digital imagery.

Methven Group CEO David Banfield said "We are pleased to be the global forerunner of this technology in our category. This technology unites our physical product with digital content to engage consumers, analyse behaviour, and drive sales performance."

The software enables Methven to instantly update content in all locations or in specific geographies, and monitor the impact on performance in real time. Mr Banfield stated "This data will translate into insights on how consumers interact with our products, messaging and content in-store. When combined with sales-out data, we will be able to ascertain how content is engaging consumers and ultimately driving conversion."

Beginning in September, Methven will exclusively trial these interactive display units in select retailers across New Zealand, Australia, United Kingdom and China.

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About Methven:

Methven is an NZX-listed market-leading designer and manufacturer of showers, taps and valves. Our business is headquartered in Auckland where we design, develop and manufacture many award-winning products and technologies. Our international operations see our products distributed in Australia, China, UK, Middle East, USA and Europe in addition to our home market of New Zealand. In 2016 we celebrated 130 years of innovation and shared our long term growth plans, Methven 130 – the aim to grow sales to \$130 million by June 2020. Our business transformation plan, Fit 4 the Future, kicked off in July 2017 to ensure we have a simplified and strengthened platform for long term growth

For more company information, visit <http://www.methven.com/nz>