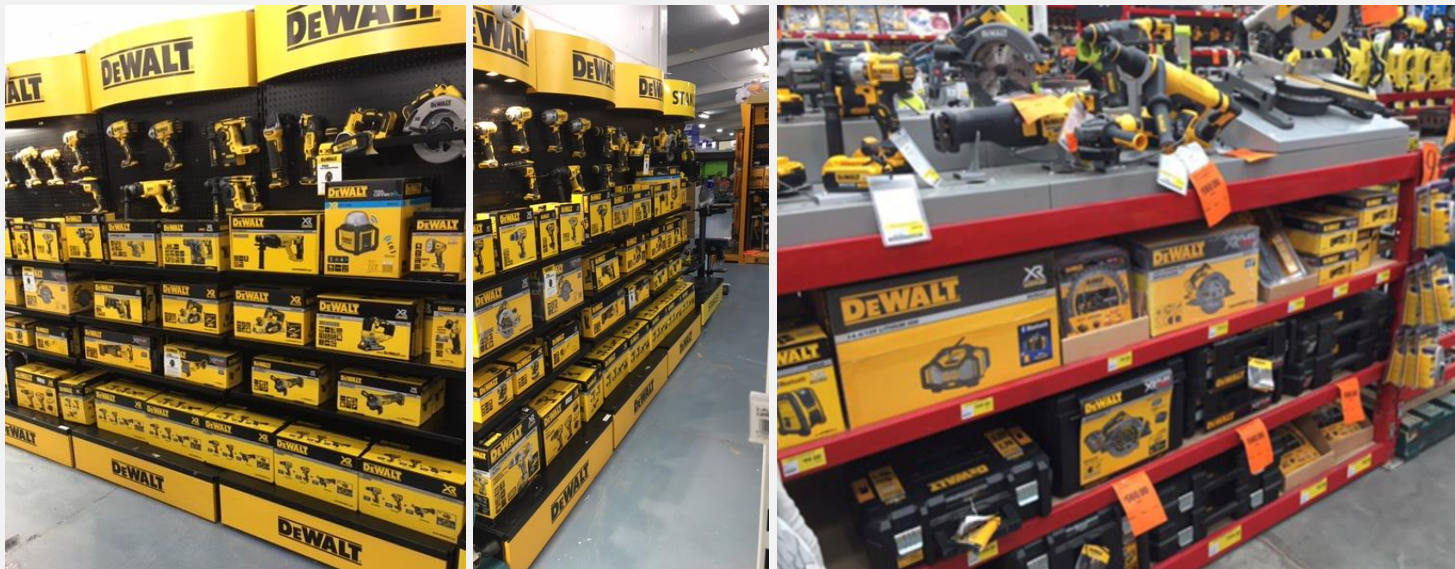


DEWALT[®]

**XR FLEX
VOLT.**

Investing In Retailer Point of Sale

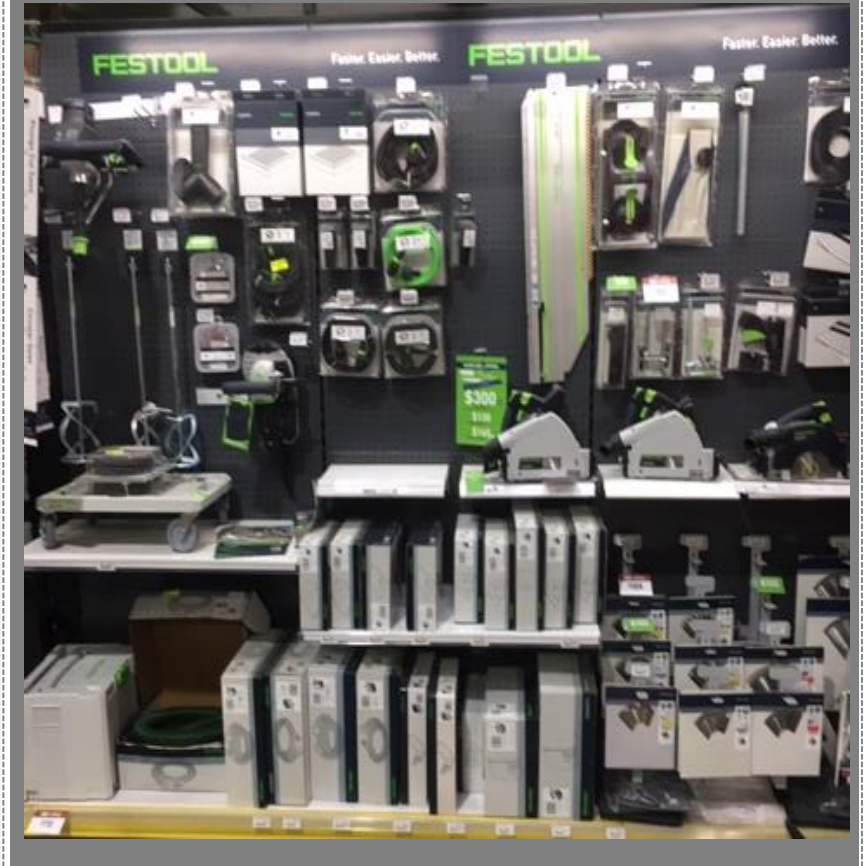
Critical To Driving DEWALT® 18v & 54v Product Ranges



Investment

- Investment of customised display units to suit retailer requirements
- Communicate product ranges and tool types to consumers (18v, 54v, Corded)
- Ability for consumer to review product range – ‘look & touch’
- Communication of key features and performance benefits of products

KEY COMPETITOR - FESTOOL



In-Store execution investment critical to communicating premium benefits with consumers

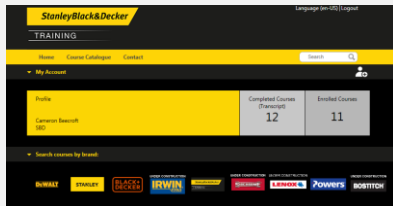
Investing In Training Retailers

Critical To Driving DEWALT® 18v & 54v Product Ranges

ONLINE CONTENT

StanleyBlack&Decker

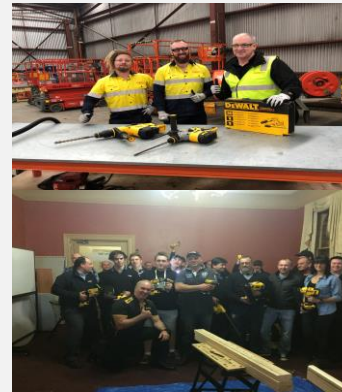
SBD eLearning



UNIVERSITY



ON LOCATION



customer representatives trained on FlexVolt in last 12mth

Investment

- Stanley Black & Decker University – ‘state of art’ education and training facility
- Investing in continual training of customer representatives
- All power tool training sessions focus on ‘how, what & why’ to translate FLEXVOLT value
- All power tool training sessions educate FLEXVOLT regarding: trades → application → solution → product

Facilities Investment Into The Future

StanleyBlack&Decker

TRAINING - UNIVERSITY



Significant ongoing investment to train customer ability to pull-through value of FLEXVOLT technology

TRAINING

🔔 | 🌐 English

StanleyBlack&Decker

TRAINING

ONLINE CONTENT

StanleyBlack&Decker



TRAINING

DEDICATED FLEXVOLT COURSES & GROWING examples below

DEWALT

XR FLEXVOLT

TECHNOLOGY - ANZ - DEWALT XR FLEXVOLT

✓ COMPLETE



MITRE SAW DCS777 - ANZ - DEWALT XR FLEXVOLT



MITRE SAW DCS778 - ANZ - DEWALT XR FLEXVOLT



MITRE SAW DHS780 - ANZ - DEWALT XR FLEXVOLT

○ ON SCHEDULE



PLUNGE SAW DCS520 - ANZ - DEWALT XR FLEXVOLT

★★★★☆



RECIPROCATING SAW DCS388 - ANZ - DEWALT XR FLEXVOLT

★★★★★



250mm MITRE SAWS - ANZ - DEWALT



ALLIGATOR SAW DCS396 - ANZ - DEWALT XR FLEXVOLT

★★★★★

✓ COMPLETE



CIRCULAR SAW DCS575 - ANZ - DEWALT XR FLEXVOLT

★★★★☆

✓ COMPLETE



CORDLESS ROTARY HAMMERS - ANZ - DEWALT

★★★★☆

✓ COMPLETE



GRINDER DCG414 - ANZ - DEWALT XR FLEXVOLT

★★★★★



54V XR FLEXVOLT DUST EXTRACTOR M-CLASS - ANZ - DEWALT

✓ COMPLETE



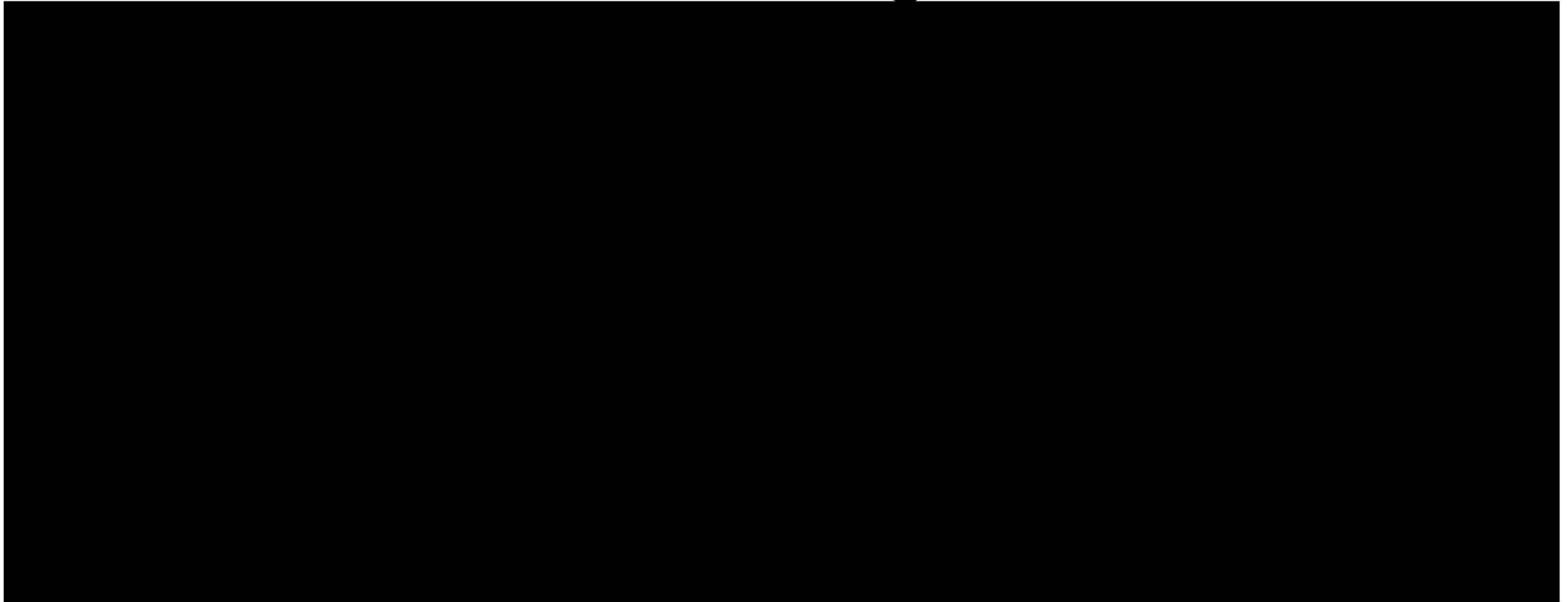
18V XR ROUTER - ANZ - DEWALT

✓ COMPLETE



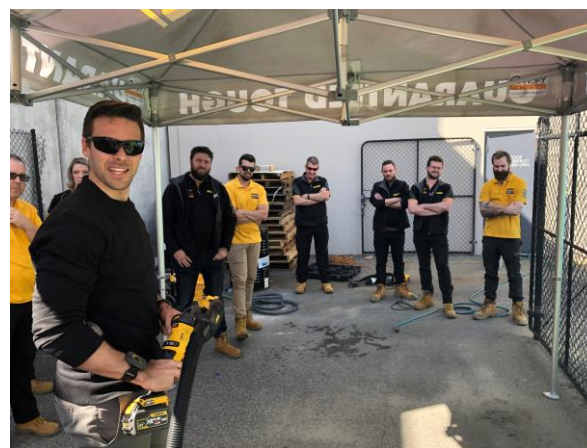
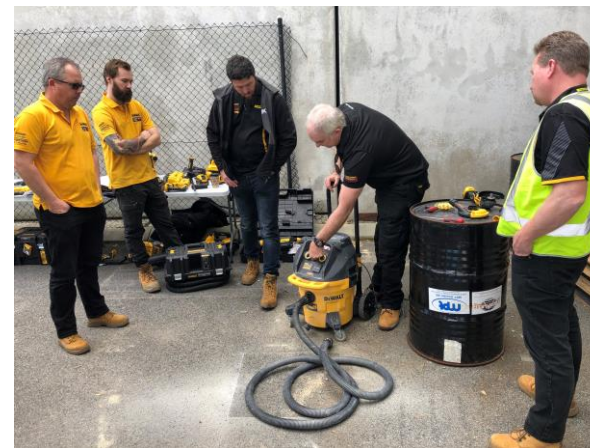
XR FLEXVOLT - ANZ - DEWALT

Live Streaming



TRAINING

B2B Internal Trainer



TRAINING

B2B External Trainer



TRAINING

SBDU Keysborough



Trade | Application | Solution : 54v & 18v

DEWALT XR FLEX VOLT

18V / 54V LITHIUM ION BRUSHLESS

DCZ596T2T
5-TOOL COMBO KIT

18V LI-ION XR BRUSHLESS

DCD996
3 1/2" Hex
Variable Drive
2000 RPM
BRUSHLESS

DCF887
3-Speed
Hex Drive
1000 RPM
BRUSHLESS

DCG414
18mm Grinder
PERFORM PROTECT
BRUSHLESS

DCS575
18mm Circular Saw
55psi
BRUSHLESS

DCS388
Reciprocating Saw
5-20 AMP
BRUSHLESS

POWER OF CORDS | FREEDOM OF CORDLESS.

54V LITHIUM ION

INCLUDES FAST CHARGER

1x
2x
18V 54V

INCLUDES 3-STAR

GUARANTEED TOGETHER!

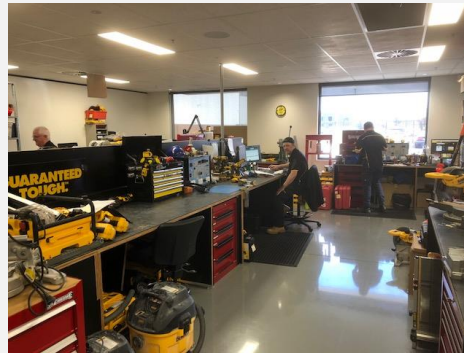
Educating consumers key innovative features driving performance relating to productivity

DEWALT SERVICE / REPAIR CENTRE



Investing in DEWALT Aftermarket Support

Critical To Driving DEWALT® FLEXVOLT Reliability



Facilities Investment Into The Future



Aftermarket support critical to support brand premium and product performance reputation

