



STEALTH SECURES \$6.0 MILLION IN IPHONE 17 ACCESSORY PRE-SALES – UP 50% PCP

Stealth Group Holdings Ltd (ASX: SGI) is pleased to report a significant uplift in pre-order sales for mobile accessories aligned to Apple's iPhone 17 launch, securing approximately \$6.0 million in pre-sales, up 50% on the prior corresponding period (2024: \$4.0 million).

These orders are backed by guaranteed customer purchase commitments, with revenue to be recognised across September and October 2025, in line with the global iPhone 17 release.

Strong Position for Sell-Through Growth

The iPhone launch cycle remains one of the most significant seasonal demand events in consumer electronics. With pre-sales secured and inventory flowing, Stealth is well-positioned to capture continued sell-through momentum across Q2 FY26.

Distribution spans across our major national retail and telco channel customers, including JB Hi-Fi, Officeworks, Retravisio, Vodafone, and leading online platforms. Post-launch sales are expected to accelerate across convenience retail and marketplaces.

Growth driven by Brand-Led Strategy:

This pre-sales uplift reflects the success of Stealth's strategic investment in its Force Technology consumer division and its expanded portfolio of high-demand brands:

- **OtterBox** – Global leader in rugged device protection.
- **EFM** – Force Technology's owned brand, now extended with new product lines and categories across retail and telco.
- **CASETiFY** – Premium fashion and lifestyle-tech brand targeting Gen Z and gifting occasions.
- **Case-mate** – Mid-to-premium lifestyle brand with strong fashion and gifting appeal.

All inventory is manufactured back-to-back with committed orders, ensuring capital efficiency and margin protection.

Sustainable Sell-Through Momentum

Beyond the initial launch, Stealth anticipates strong accessory demand driven by:

- High attach rates for cases, screen protection, power, audio, and accessories.
- Growing brand loyalty and repeat cycles for **OtterBox**, **EFM**, **CASETiFY**, and **Belkin** – a premium global brand for charging, connectivity, and audio.
- Expansion into adjacent mobile accessory categories via Stealth's wider brand portfolio.

BOARD OF DIRECTORS

Chris Wharton AM
Chairman

Michael Arnold
Group Managing Director & CEO

John Groppoli
Non-Executive Director

Simon Poidevin
Non-Executive Director

Anthony Benino
Company Secretary

ISSUED CAPITAL

129.5 million Ordinary Shares

PRINCIPAL OFFICE

Level 2/43 Cedric Street
Stirling, Western Australia 6021

CONTACT

Michael Arnold
Group Managing Director & CEO

Jessica Rich
Investor Relations

P: +61 8 6465 7800
E: investors@stealthgi.com
W: www.stealthgi.com

ABN: 25 615 518 020

GROUP OPERATING BRANDS

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

WEBSITES

- > heatleys.com.au
- > forcetechnology.com.au
- > cltoolcentre.com.au
- > isgaus.com.au
- > unitedtools.com.au
- > toolspareparts.com.au

- Continued growth of DULLCO, Stealth’s entry-level own-label launched late 2024, targeting high-traffic convenience stores and online marketplaces.

This multi-brand, multi-tier strategy positions Stealth to capture a wider share of the mobile accessory market—from premium to entry-level—extending revenue across both initial purchases and long-tail demand.

Building Shareholder Value

This result affirms the success of Stealth’s brand-led, channel-aligned strategy and contributes to the Group’s FY28 strategic goals, focused on margin expansion, exclusive brand growth, and scalable recurring revenue.

CEO Mike Arnold commented “The strength of our pre-sales heading into the iPhone 17 launch validates the strategic steps we’ve taken to secure high-demand and exclusive brands, and grow our own-label footprint. These early results signal a strong season ahead for our Consumer Division and are a clear indicator of how our partnership model with brands like OtterBox and CASETiFY is delivering results and building deeper relationships with Australia’s largest retailers and telco partners.”

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

Further enquiries:

Mike Arnold
Managing Director & CEO
+61 (0) 8 6465 7800
investors@stealthgi.com

Jessica Rich
Investor Relations
+61 (0) 8 6465 7800
investors@stealthgi.com

About the Stealth Group

Stealth Group Holdings Ltd (ASX: SGI) is a leading Australian multi-sector distribution company with two distinct divisions—Industrial and Consumer—servicing business, trade, and retail customers across diverse markets. Stealth operates through wholesale, company-owned stores, retail and trade partnerships, direct-to-business and direct-to-consumer channels, as well as shop-in-shops, showrooms, and digital commerce platforms—supported by a large sales force, contact centres, and integrated logistics, packaging, shipping, and operations infrastructure.

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