

26 March 2024
ASX Announcement

RPM ENTERS COMMERCIAL AGREEMENT WITH YOKOHAMA

Key highlights:

- Enters commercial relationship with Yokohama, a leading manufacturer of premium tyres whereby RPM:
 - will be a sub-wholesaler nationally for Yokohama
 - will supply RPM range of products and brands on a preferred basis into the Yokohama retail store network (Tyres & More)
 - will add Yokohama brands into its retail network
 - will compliment Yokohama's Commercial Service Network
- Solidifies RPM's position in the tyre supply chain, unlocking additional sales volume.

RPM Automotive Group Limited (ASX: RPM) ("RPM" or the "Company"), a leading player in the Australian automotive aftermarket sector, has entered into an agreement with Yokohama Tyre Australia Pty Ltd ("**Yokohama**") for the sub-wholesale distribution of Yokohama products through RPM's nation-wide tyre distribution infrastructure. This strategic alignment aims to leverage RPM's extensive wholesale and retail networks and back-end logistic capabilities to enhance Yokohama's national reach and optimise distribution efficiency.

Yokohama is one of the major tyre manufacturers in the world, earning a reputation for its consistent focus on developing durable and safety-centric tyres for a diverse range of vehicle types. The brand is recognised globally for its focus on safety, performance, and sustainable practices.

The relationship marks a significant milestone in enhancing RPM's wholesale and retail operations throughout Australia. RPM is positioned to be one of Yokohama's preferred national sub-wholesale partner by providing logistics and wholesale supply through its warehouse network.

RPM will also operate as a preferred supply partner to Yokohama's retail store network (Tyres & More) throughout Australia, aiming to service a substantial portion of the annual supply value with non-Yokohama brands, solidifying RPM's position in the tyre supply chain, while unlocking additional sales. This will substantially assist Yokohama in the commercial and light truck sectors where RPM is particularly strong. RPM will also sell Yokohama brands through its network – broadening the range of brands on offer.





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All distribution initiatives with Yokohama will operate under RPM Autoparts, a subsidiary of RPM Automotive Group.

Commenting on the strategic alignment with Yokohama, RPM Automotive Group CEO Guy Nicholls said:

"We are thrilled to announce our strategic alignment with Yokohama. This is a pivotal step in RPM's journey as a leader in the Australian automotive aftermarket sector.

"The distribution relationship not only enhances our extensive network and logistic capabilities but also positions RPM as one of Yokohama's national sub-wholesale distribution partners, it underscores our commitment to optimising distribution efficiency. The collaboration extends beyond distribution, as RPM operates as a vital supply partner to Yokohama's retail network (Tyres & More), further solidifying our role in the tyre supply chain.

"The relationship will drive efficiencies and provide benefits to both parties – providing many of our brands with access into the Yokohama network and allowing us to sell additional Yokohama brands into our network.

"We look forward to the success and mutual benefits that this collaboration will bring to both RPM and Yokohama."

Yokohama National Sales Manager, Tatsuya Kano said:

"RPM and Yokohama are already aligned with product and service offerings. RPM also has multiple Tyres More sites and is considering more. With the new strategic alignment we will be able to collaboratively take further market share in the Australian tyre industry. Yokohama is a diverse manufacturer, servicing most segments of the tyre industry, and our alignment with RPM will no doubt deliver substantial benefits to both parties."

Authorised for release by the Board of RPM Automotive Group Limited.

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Important Information and Disclaimer

RPM Automotive Group

RPM Automotive Group Limited is a leading player in the Australian Automotive Aftermarket, comprising a number of businesses involved in importing, wholesaling and retailing of tyres, mechanical repairs, motorsport apparel and safety equipment, niche manufacturing and a roadside assistance service for the transport industry. RPM owns brands, such as: RPM Racewear, Carline, Genie, Formula Off-Road, RPM Autoparts, Safety Dave, Max 4x4.

For further information, please visit: <http://www.rpmgroup.net.au/>

This announcement may contain forward-looking statements, which include all matters that are not historical facts. Without limitation, indications of, and guidance on, future earnings and financial positions and performance are examples of forward-looking statements.

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