

| POSITION DETAILS                    |                            |
|-------------------------------------|----------------------------|
| Position Title                      | <b>Category Manager</b>    |
| Reports to (Position Title)         | <b>Merchandise Manager</b> |
| Department / Division               | <b>Merchandise</b>         |
| Nature & Number of Direct Report    | <b>N/A</b>                 |
| Nature & Number of Indirect Reports | <b>N/A</b>                 |
| Date                                | <b>29 September 2017</b>   |
| EY data role map                    | <b>MR200</b>               |

| PURPOSE STATEMENT   |
|---|
| <p>The role of the Category Manager is to provide leadership within the given category(ies) in line with Mitre 10's merchandising strategy and policies, in order to maximise value for all critical stakeholders and achieve agreed business objectives, sales and profit budgets. To lead, guide and mentor the development of other stakeholders in order to achieve company goals and objectives to behave in line with vision, purpose and values.</p> |

| KEY ACCOUNTABILITIES OF POSITION    |  |            |
|-------------------------------------|--|------------|
| Accountability Description          | Measure  | Weighting  |
| <b>1: Deliver Financial Targets</b> | <b>To achieve the companies and categories financial budgets</b> <ul style="list-style-type: none"> <li>To meet/exceed individual targets against budget</li> <li>Monitor self-performance against budgets</li> <li>Lead and adapt to marketplace and market trends</li> <li>Use market intelligence</li> <li>To meet financial targets as specified in annual objectives</li> </ul>   | <b>20%</b> |
| <b>Performance Standard:</b>        | <i>Exceed financial budgets and proactively communicate updates</i>  |            |
| <b>2: Range Management</b>          | <b>The development and maintenance of the Mitre 10 merchandise offer</b> <ul style="list-style-type: none"> <li>Conduct range reviews in accordance with merchandise review process</li> <li>Develop a clear strategy for the category /merchandise range that aligns with merchandise department and Co strategy</li> <li>Work with other stakeholders to achieve measurable category review outcomes</li> <li>Analyse regular performance reports (e.g. sales, margin) to implement needed action plans</li> <li>Maintain category sell price in line with company price indexing policy</li> <li>Cost of goods management (continuous cost reduction)</li> <li>Implement sourcing plans from both local and overseas suppliers</li> </ul> | <b>20%</b> |

|                                |   |            |
|--------------------------------|---|------------|
|                                | <ul style="list-style-type: none"> <li>▪ International buying trips as required</li> <li>▪ Monitor both competitor and consumer behaviour and react accordingly</li> <li>▪ Manage supplier relationships</li> <li>▪ Identify new product and potential opportunities for the category to ensure Mitre 10 remains competitive and drives innovation</li> <li>▪ Utilise strategic initiatives where appropriate to support range reviews</li> </ul>   |            |
| <b>Performance Standard:</b>   | <i>Deliver range reviews in line with merchandising strategy that exceed financial expectations on or ahead of schedule</i>   |            |
| <b>3: Promotional Planning</b> | <p><b>Planning and implementation of the categories strategy and promotional program</b></p> <ul style="list-style-type: none"> <li>▪ Co-ordinating supplier submissions</li> <li>▪ Build 52 week promotional plans for categories</li> <li>▪ Review to ensure promotional offer is adding value driving foot traffic and market share</li> <li>▪ Ensuring all promotional deadlines are met</li> <li>▪ Clear communication of plans to key stakeholders (marketing, stores and suppliers)</li> <li>▪ Undertake regular competition reviews</li> <li>▪ Utilise strategic initiatives where appropriate to support promotional planning</li> <li>▪ Work within the OMNI channel guidelines and go to market plans to deliver a seamless customer experience</li> </ul>                         | <b>20%</b> |
| <b>Performance Standard:</b>   | <i>Build 52 week promotional plan, meet deadlines, and proactively identify and execute additional support activities to deliver promotional point of difference in marketplace and exceed objectives set from transaction count and average transaction values or both</i>   |            |
| <b>4: Supplier Management</b>  | <p><b>To implement best practice and to optimise supplier relationships</b></p> <ul style="list-style-type: none"> <li>▪ Negotiation of supplier terms of trade</li> <li>▪ Implement service level agreements (SLA's) with agreed suppliers</li> <li>▪ Manage DIFOT with agreed suppliers</li> <li>▪ Manage suppliers in accordance with supplier expectations (Mitre 10 top 10)</li> <li>▪ Global sourcing office (GSO) and Mitre 10 Imports (MIMP) team communication and work stream management</li> <li>▪ Manage supplier MOQ, FIS and other metrics as required</li> <li>▪ Ensure suppliers are signed up to the point of sale tool (POS), the Supplier Portal and are using these tools.</li> <li>▪ Ensure suppliers are supply chain aligned (EDI, GS1 capable) as required</li> </ul> | <b>15%</b> |
| <b>Performance Standard:</b>   | <i>Deliver or exceed supplier KPIs to target. Maintain strong working supplier relationships. Effectively plan a year out with your suppliers and deliver effectively on Mitre 10 top 10 supplier expectations.</i>   |            |

|   |  |            |
|---|--|------------|
| <b>5. Engagement and Communication</b>          | <b>Implement effective communication of merchandise initiatives to stores, support centre, suppliers and other stakeholders in line with merchandise protocols.</b> <ul style="list-style-type: none"> <li>▪ Presentations to councils, product advisory teams, and cross functional teams</li> <li>▪ Supplier presentations</li> <li>▪ Store presentations (e.g. Store walks)</li> <li>▪ Effective and actionable internal communications</li> <li>▪ EXPO pack presentations</li> <li>▪ Seasonal Information packs</li> <li>▪ Ad hoc communication as required</li> <li>▪ Provide information as required by other stakeholders</li> </ul>  | <b>10%</b> |
| <b>Performance Standard:</b>                    | <i>Consistently inspire audience with engaging and effective communications and presentations which are complete to agreed standard and on time</i>  |            |
| <b>6. Team Development</b>                      | <b>Development of direct reports and team to meet role requirements and meet their goals</b> <ul style="list-style-type: none"> <li>▪ Administrative capability – accurate data and information delivered on time</li> <li>▪ Promotional support capability - planning for success</li> </ul> <p>Expand on this development over time to include:</p> <ul style="list-style-type: none"> <li>▪ Range Management</li> <li>▪ Promotional planning and execution</li> <li>▪ Seasonal indents</li> <li>▪ Supplier Management</li> <li>▪ Communication</li> <li>▪ Negotiation</li> </ul>  | <b>10%</b> |
| <b>Performance Standard:</b>                    | <i>Proactively work with team members to drive Direct reports to meet their goals and role requirements being an advocate for their development and mentor them through their learning process. Assist new Category Manager members in their development by sharing your insights and learnings</i>  |            |
| <b>7: Compliance, &amp; Health &amp; Safety</b> | <p>Understand and adhere to all compliance requirements, internal &amp; external, that govern the company's activities, including:</p> <ul style="list-style-type: none"> <li>▪ Comply with all legal requirements that impact upon your role</li> <li>▪ Comply with all Health &amp; Safety guidelines and procedures.</li> <li>▪ Comply with Mitre 10 (NZ) Ltd policies and procedures</li> <li>▪ Work in a safe manner and follow all safety procedures</li> <li>▪ Report hazards, incidents and work-related injuries / accidents promptly in accordance with company Health &amp; Safety policy</li> <li>▪ Participate in the Health and Safety Hazard awareness process</li> </ul> | <b>5%</b>  |
| <b>Performance Standards</b>                    | <i>Compliance and no avoidable incidents. Honesty and fairness in all activities.</i><br><i>Proactive in recommending and implementing suggestions and ideas</i>   |            |

|                   |  |                 |
|-------------------|--|-----------------|
| <b>8: General</b> | <ul style="list-style-type: none"> <li>▪ Be a role model for the company's vision, purpose and values (VPV): Customer Obsessed; Honest and Fair; One Team; Strive for Excellence</li> <li>▪ Pursue opportunities for professional and personal development and continuous improvement.</li> <li>▪ Undertake other duties or responsibilities as required given your role and skills.</li> <li>▪ Develop and maintain category strategy in line with and to support merchandise and overall company strategy</li> </ul> | <i>Expected</i> |
|-------------------|--|-----------------|

| POSITION HOLDER SPECIFICATIONS                                 |  |
|--|--|
| Qualifications required  | 5 years of category management experience                                    |
| Total years of experience required                             | 5-10 years' experience in retail and consumer goods                          |
| Other specific Technical skills required (e.g. advanced excel) | Proficient in Microsoft Word, PowerPoint, Excel, Outlook                     |
| Competencies required  | Retail experience<br>Business acumen<br>Communication capability<br>Analysis |

| WORKING RELATIONSHIPS   |   |
|---|---|
| Frequent People Contact   | Nature of Contact and Why   |
| <ul style="list-style-type: none"> <li>▪ <b>Merchandise Manager, Marketing Team, Operations Team, Visual Merchandise Team, Store Development Team, Execution Coordination Team, Trade Team, Merchandise Planners, Merchandise Services Team, Group Merchandise Manager, Global Sourcing Team, Mitre 10 Imports Team, Store Teams</b></li> </ul> | <ul style="list-style-type: none"> <li>▪ Cross-functional participation to deliver initiatives and get buy-in for actions. Several teams support merchandising vision for category</li> </ul> |

| CHALLENGES AND COMPLEXITIES IMPACTING THE OPERATION OF THIS ROLE                    |   |
|---|---|
| External Environment (economic climate, competitor activity, ownership):            |   |
| Other challenges or complexities that may impact on the ability to deliver outcomes | <ul style="list-style-type: none"> <li>▪ Ability to work to deadlines and manage multiple priorities</li> <li>▪ Ability to effectively communicate and present</li> <li>▪ Analytical ability to deliver outcomes from multiple data inputs</li> </ul> |

## ORGANISATIONAL STRUCTURE

