



1 July 2021

ASX Announcement

## Oldfields Launches Click & Collect in Partnership with Strategic Specialist Paint Retailers

Oldfields, in conjunction with its trusted network of specialist retail paint store partners, is making its entire range of industry acclaimed Paint Tools available to the Australian painting community through a brand new “Click and Collect” platform from 12th July 2021.

This initiative is one part of an innovative online strategy by the new Board of Directors which will ensure equal access to the entire Oldfields catalogue by all painters (both DIY and Trade) and to provide innovative ways to grow sales for Oldfields and its valued retail store partners in this new trading environment and era.

Oldfields aims to engage with increased segments of the Australian painting community via Click and Collect and its specialist retailer store partners in over 350 locations nationally.

Consumers will be able to access custom packages from the entire Oldfields range, packed individually and delivered to our store partners for collection. This will ensure that the visit time in our retailers’ stores is used more efficiently and consumers are able to clearly see the benefits of the specialist advice and service that comes from visiting dedicated paint stores.

Oldfields CEO, Richard Abela, said “innovation is at the core of both our product and service development strategy. The last 18 months showed us that the COVID-19 pandemic has accelerated the desire of consumers to both spend time on home improvement and to shop online. This brand-new service provides a neat simple connection between our investment in local warehousing and logistics, our retail partner network and new consumers that wish to paint with the best range of paint tools – all without burdening stores with ever greater range and space requirements.”

The Oldfields business has established beachheads in New Zealand and the UK over the past two years with careful targeting of specific customers. This new platform will also form the basis of potential expansion in the coming 12 months into these new markets.

The Click & Collect platform can be viewed here - <https://shop.oldfields.com.au/>

For further information please contact

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### **About Oldfields Holdings Limited (ASX: OLH)**

Oldfields has been a trusted iconic Australian brand for over 100 years. It is an innovative brand custodian, marketer and manufacturer of a range of products which includes its iconic painting tools as well as scaffolding and access solutions. The company is focused on creating quality products and relationships with customers both domestically and internationally.

Listed on the ASX in 1960, Oldfields Holdings Limited has embraced its continuous 100-year-old tradition of focusing on quality, heritage, values and innovation and is looking forward to another century of providing quality workmanship, innovation and service in multiple industrial verticals.

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