

BONDS®

THE MARKET

Australians love their Bonds.

From being popped into a Wondersuit when we're born, to wearing comfy undies and clothes when we work, work out, and just go about our day, Bonds garments have been found folded in drawers, packed into suitcases, and hung out on many Aussie washing lines since 1915.

Today, Bonds is the most loved apparel brand, and largest underwear wholesaler in the country. It's no wonder the average Aussie home has seven Bonds items in their wardrobe.

Bonds sees the importance of adapting to suit Australian lifestyles – whether it's changing up the product fit and fabrications, extending size ranges, or developing new innovative styles, the inspiration behind the brand's work is always their customers. And it shows – Bonds is responsible for driving category growth for almost a century.

Bonds have recently opened their own stores, as well as an online store, to help customers access them as easily as possible.

ACHIEVEMENTS

Bonds has always taken the opportunity to be a part of history. When Charles Kingsford-Smith and Charles Ulm embarked on their historical trans-pacific flight in 1928, they were kept warm by Bonds undergarments. And the Sydney Olympics in 2000 called for 120,000 volunteers (who all needed clothing), so Bonds dressed them.

The brand has become a household name with the help of some of our favourite Australians, including Pat Rafter, Sarah Murdoch, Michael Clarke, Miranda Kerr, and Rachael Taylor. These ambassadors help represent the Bonds values – being optimistic, down to earth, and genuine.

Of all the underwear and sock brands in the Australian market, Bonds is the 'most preferred'. Additionally, a Sweeny Research study publicised Bonds to have the best brand recall amongst young consumers aged 16-30 years – a challenging market to reach - alongside leading global brands Coca-Cola and Nike.



At the time of press, Bonds had over 800,000 fans on Facebook. The 2nd largest Australian owned Facebook group.

HISTORY

In 1915, an American man named Mr. George Alan Bond came to Australia and began importing women's hosiery and gloves into Redfern in Sydney. Here, Bonds was established.

In 1918, the small factory moved to Camperdown in Sydney, and began producing underwear.

In 1920, the Men's Athletic Singlet was created. This became known as the iconic Chesty, officially trademarking the 'Bonds' brand name.

In 1923, Bond built Australia's first cotton spinning mill at Wentworthville in western Sydney – the area around the mill was soon renamed Pendle Hill, in honour of Mr. Bond's Scottish family origins.

While the company went into liquidation in 1928, out of this Bonds Industries Limited was established.

The Chesty cartoon character was created in 1938 as part of a campaign to sell men's underwear – forming part of a regular comic strip in Sydney's 'Sun' newspaper, and quickly becoming a national icon.

In 1955, Bonds started making the Bonds Cottontails Full Brief, gave birth to the first Bonds Baby Wondersuit in 1962, and became an official Olympic sponsor in 1964 - providing the athletes and volunteers with Bonds basics.

In 1987, the company was taken over by Pacific Dunlop, and down the track, provided the uniforms for the 2000 Sydney Olympic games volunteers.

In 2001, Sarah Murdoch was appointed a Bonds Ambassador for the launch of Bonds Bras. The following year Pat Rafter signed on with Bonds.

In 2003, Sarah Murdoch introduced the first female Chesty, and Pat Rafter launched the 'Very Comfy Undies' campaign. A year later, Bonds launched their first major women's clothing campaign, and another icon was born - the Hoodie.



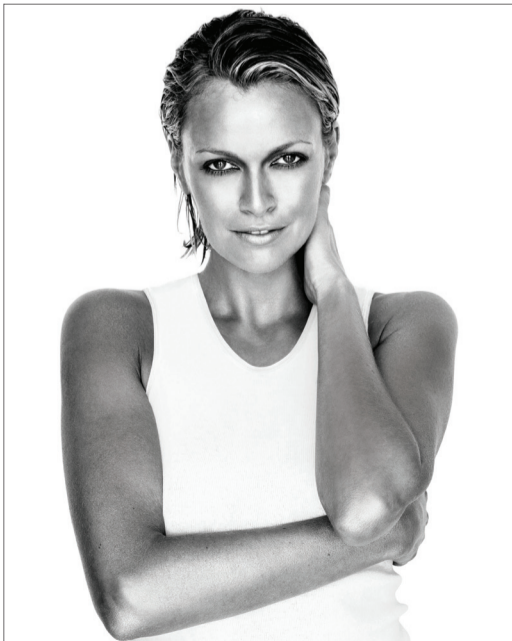


In 2011 Bonds opened its first online store, and in early 2012 opened its first bricks and mortar store in Melbourne, while embarking on the brand's first venture shipping internationally.

THE PRODUCT

Bonds products have slowly evolved with different generations, but the heart of the product has always stayed the same. Bonds sees how Aussies change and grow, and always modify their garments to account for the latest in innovative design, comfort, and style.

- **The Chesty singlet** - an iconic piece of clothing that was originally manufactured in 1920, but continues selling today at a rate of an estimated eight per minute. Over the 90+ years the Chesty has been selling in Australia, there have been advances in design with Bonds creating the New Chesty, with softer and stretchier fabric.
- **The 'Guy Front Trunk'** - Bonds' highest selling men's underwear product along with the **Cottontails brief** a favourite among Aussie women since 1955. These products are revamped when an opportunity to better the underwear for customers is found through R&D.
- **The Hipster Brief** - Popular among young women, the Hipster brief has become a fast growing franchise for the brand and Bonds are constantly on the lookout for new and interesting designs as well as ongoing shape improvements.
- **The Wondersuit** - a popular product for babies around the country since 1962. Bonds launched



an innovative new version known as the Zip Wondersuit in 2012, which continues to sell as the brand's most purchased baby item.

- **Casual Clothes** - more recently, Bonds has begun creating casual lines for men, women and children – accounting for everyday wear, sport, and maternity.

RECENT DEVELOPMENTS

In February 2012, Bonds invited all Australians, from newborns to 96-year-olds, to claim their birthday at www.wearebonds.com.au - the purpose being to find one Aussie for every day that Bonds had been in operation.

The first 35,301 people to register received a special tee with their birth date printed on it – but the campaign received over 90,000 entries from all parts of the country.

To launch The Birthday Project, Bonds commissioned renowned Australian multimedia artist Darren Sylvester, to create an artwork featuring 10 iconic Australians 'enjoying a shared birthday moment' in their own unique Bonds birthdate tee.

The artwork features one famous Australian to represent each decade since Bonds opened its doors. Brand ambassadors Pat Rafter and Sarah Murdoch were joined by iconic Aussies like former Number 96 actress and PHD student Lis Kirkby, cook and author Margaret Fulton, housewife superstar Dame Edna Everage, musician Geoffrey Gurrumul Yunupingu, pro surfer Owen Wright, solo sailor Jessica Watson and Bonds first ever Baby Search winner Ethan Herlihy.

PROMOTION

Bonds advertises through television, outdoor, press, radio, magazine and digital channels, as well as retailer and in-store campaigns. Innovative mass-market campaigns have been the most effective in driving incremental growth in its seven core product categories.

More recently, the brand has made headway in the social media space, using strategies that drive brand engagement and sales to its retailers and own stores.

Bonds Baby Search has been running for over six years, and continues to be one of the most successful campaigns for the company. The aim is to find Aussie babies to be the face of Bonds, and the last competition attracted over 1.5 million unique visitors, demonstrating just how much Australian parents love the brand.

BRAND VALUES

Bonds continues to live by the vision coined by George Alan Bond himself, *"We don't work for each other. We work with each other"*.

Bonds always remembers the people they work with – the everyday Australian – and aims to bring people together for great moments with the colour, comfort, and joy experienced by wearing their products.

CORPORATE SOCIAL RESPONSIBILITY

In 2012, Bonds will celebrate 10-years of supporting the development of junior lifesavers in the Australian Nippers Program - having sponsored over 75,000 nippers across 122 clubs across the country.



THINGS YOU DIDN'T KNOW ABOUT BONDS

- The average Aussie home has seven Bonds items in their wardrobe.
- Charles Kingford-Smith and Charles Ulm were kept warm by Bonds undergarments on their historical trans-pacific flight in 1928.
- During the Sydney Olympics in 2000 Bonds clothed 120,000 volunteers.
- Bonds currently has over to 800,000 fans on Facebook.
- The Chesty cartoon character was created in 1938.
- In 2003, Sarah Murdoch introduced the first female Chesty.
- Bonds was invented in 1915, by an American man named Mr. George Alan Bond.