

JB HI-FI EXPERIENCE

JB Hi-Fi launched the 'Helping Hands' Workplace Giving Program (WPG) in 2008 as the signature community investment initiative for staff to donate to a range of charitable causes. The program has grown to be supported by 80% of employees and has generated more than \$15 million for its charity partners. To celebrate ten years of Helping Hands, JB Hi-Fi commissioned a research project into the business case for WPG. Some of the key findings include:

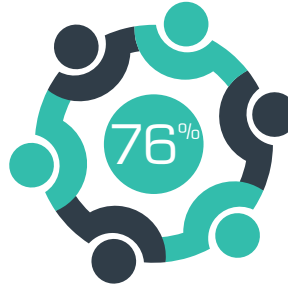


WORKPLACE CULTURE



95% of staff surveyed believe that JB Hi-Fi values and supports community engagement programs like Helping Hands

EMPLOYEE ENGAGEMENT



76% of staff surveyed thought that Helping Hands makes JB Hi-Fi a better company to work for

STAFF GIVING STAY LONGER

ROI =



Employees that participate in Helping Hands have a 43% longer tenure

Annual retention* benefit to JB Hi-Fi is estimated at \$8 million per annum

*Direct benefits = reduced recruitment & training costs
Indirect benefits = avoid loss of productivity & knowledge

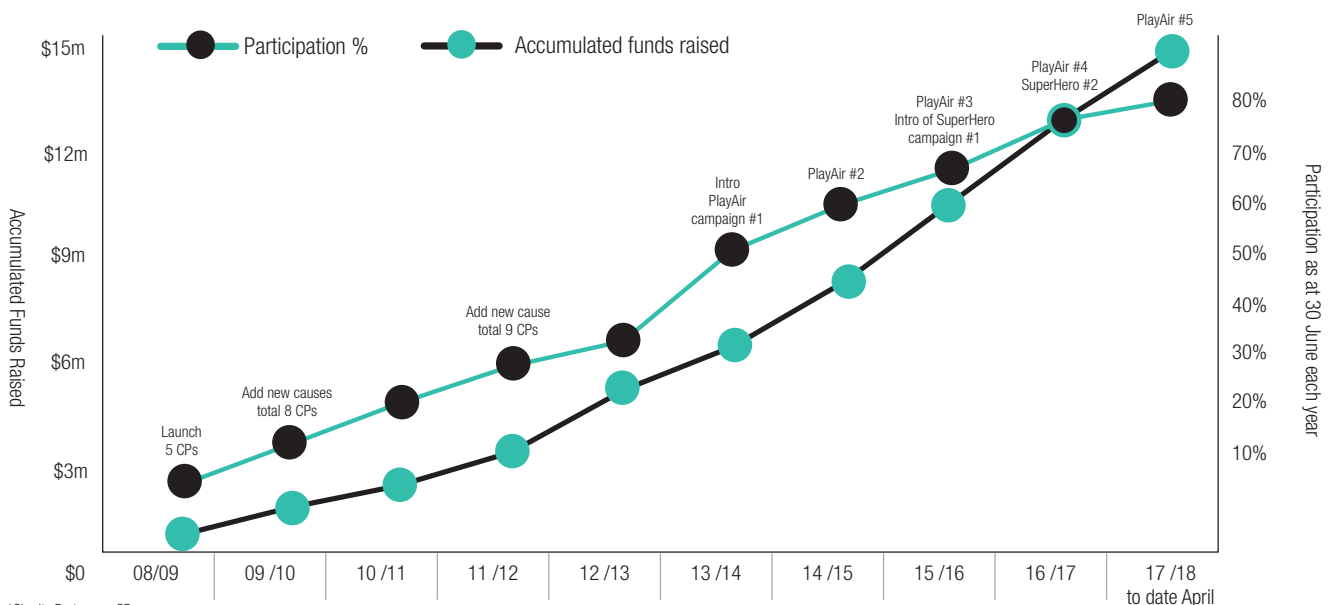
COLLECTIVE IMPACT

10 YEARS =



Total amount donated over ten years of Helping Hands

SUSTAINED COMMITMENT



*Charity Partners – CPs