



Brian Bell Group

Excellence & Dedication in Supplying the Nation

Welcome to the Brian Bell Group

A proud Papua New Guinean company since 1958



Our Story



SIR BRIAN BELL

- Founded by Sir Brian Bell in 1958
- Sir Brian Bell was a pioneer in PNG and one of the country's leading businessmen and philanthropists
- From a humble gun shop only 250 mtrs from APEC Haus to one of PNG's largest retail organisations
- With 67 years of contribution to PNG's development
- Proudly 100% PNG owned
- A business with foundations built on a commitment to the community

Our Vision and Values

Our Vision

To be Papua New Guinea's leading retailer delivering the best quality, service and value.

Our Mission

We are always committed to doing more for our customers, our team and our communities.

Our Core Values



INTEGRITY



RESPECT



COURAGE



HONESTY



INITIATIVE

Our Behaviours



Teamwork



Challenge Status Quo



Responsible For Outcomes



Ethical And Fair Practices



Inclusive Partnerships



Contribute To Growth And Ideas



Foster A Learning Environment



Accountable For What We Do And How We Do It



Lead Diversity Through All Parts Of The Group



Create A Fun And Professional Workplace

Our Divisions & Locations

Brian Bell
HOMECENTRES

Brian Bell
PROPERTY

Brian Bell
TRADE ELECTRICAL

Brian Bell
AGRICULTURE

Brian Bell
CHEMICALS

 **meddent**
Brian Bell Group

FAST FACTS

Population in PNG
Approx. 11 million

Languages in PNG
Over 800

Number of Team Members
1,300 team members / 96% from PNG

Warehouses
More than 50,000m² of warehouse space

Extensive Range
Over 60,000 different products

Number of locations
24



Building Core Brands and Strong Partnerships



KAMBROOK

STARVISION*

SHARP®

FILA

LEDVANCE

HITACHI

Masport

SINGER®

SAMSUNG

Kubota

Olex

Westinghouse

SIMPSON

sabco

CABAC
One Call → One Day → One Delivery

DAVEY

TRAMONTINA

Pacific Cables
SAFETY FOREVER

LUCECO

FISHER & PAYKEL

TOKITA

B medical systems

NALCO Water
An Ecolab Company

TAKII SEED

CRESCENT®

OSCAL

Callaway

Master Lock

AIR MONSTER®

anko

BERJAYA®

décor

BROSNAH

STEEDEN

Zip®

companions

Energizer

Electrolux

PRINETTI®

ROBAND

STAUNCH

YOVA

GILBERT

Haier

KÄRCHER

KING KOIL

LG

Oztrail

Master Lock

nais!

Mobil

STARAUDIO*

NIWA

ozito

wynn's

Wilson

SHERIDAN
EST. 1967

MAXWELL & WILLIAMS
DESIGNER HOMEWARES

PINNACLE

Sunbeam

TECTALOY

Terranova
SEEDS

Tomkin
AUSTRALIA

UNDER ARMOUR

masterplug

Major Capital Investment Completed



BUSINESS AMALGAMATION

Est 2019 | Value PGK 70 million | Location Port Moresby

LAE PLAZA & WAREHOUSE

Opened 2016 | Value PGK 42 million | Location Lae

GEREHU WAREHOUSE V1

Opened 2020 | Value PGK 50 million | Location Port Moresby

GORDONS PLAZA OPENS

Opened 2020 | Value PGK 30 million | Location Port Moresby

42 ON LE HUNTE RESIDENCES

Opened 2020 | Value PGK 73 million | Location Port Moresby



TOTAL SERVICE STATION BOROKO

Opened 2021 | Value PGK 4.4 million | Location Port Moresby

HOMECENTRE MT HAGEN

Opened 2022 | Value PGK 11 million | Location Mt Hagen

KOKOPO STORE REFURBISHMENT

Opened 2022 | Value PGK 5 million | Location Kokopo

HOMECENTRE GOROKA

Opened 2023 | Value PGK 18 million | Location Goroka

TRADE ELECTRICAL LAE

Opened 2023 | Value PGK 16 million | Location Lae

Major Capital Investment In Progress



CHEMICALS & AGRICULTURE LAE

Opening 2025 | Value PGK 13 million | Location Lae



LAE WAREHOUSE

Opening 2025 | Value PGK 35 million | Location Lae



GEREHU REBUILD

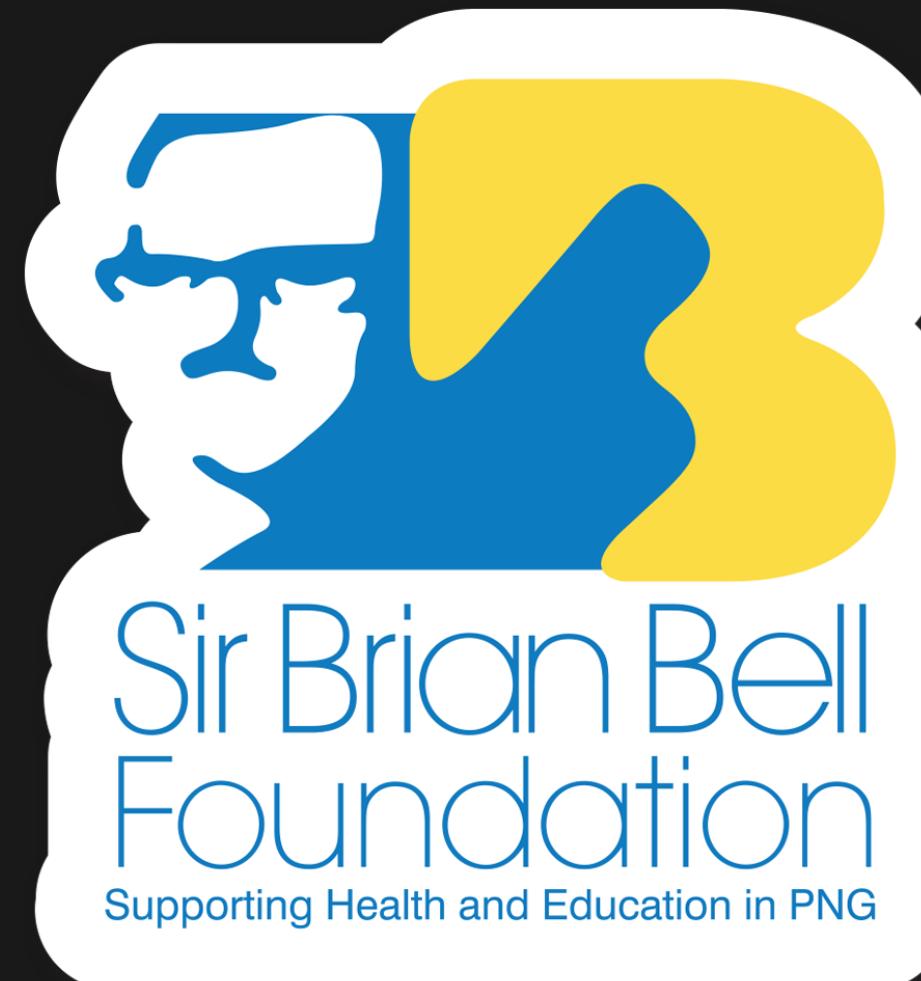
Opening 2026 | Value PGK 45 million | Location Port Moresby

- Lae Top Town Commercial Development - 2027
- Gordons Technical Service - 2028
- Gordons Chemicals Warehousing - 2028
- Team Housing Project - 2026 & Ongoing
- Madang Redevelopment - 2028

Over K500 MILLION

In 8 years, reinvested in infrastructure for growth and still going

Our Shareholders



Sir Brian Bell Foundation

Improving the lives of individuals and communities
across Papua New Guinea



Brian Bell Group
Excellence & Dedication in Supplying the Nation

Our contribution

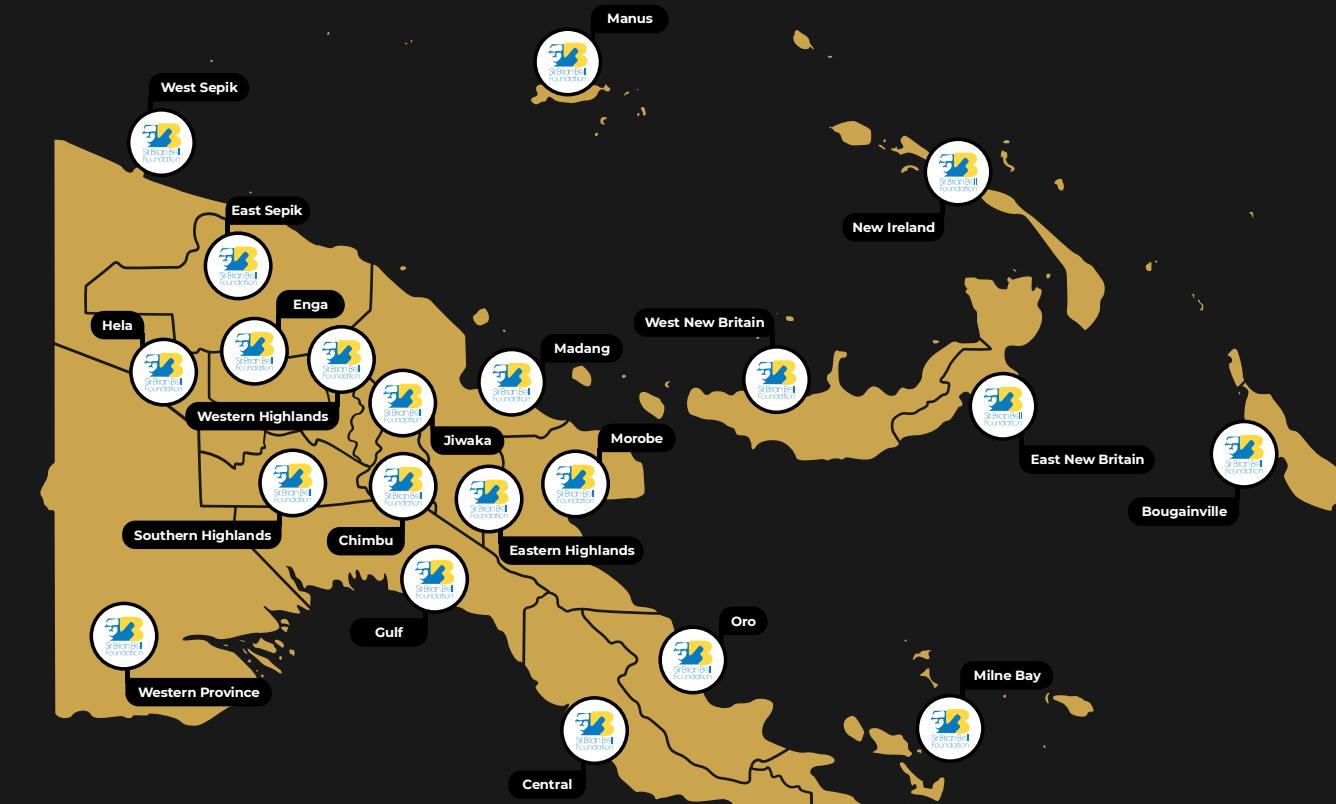
K50 MILLION

Has been provided to
communities since 2016

 80 established partnerships
across the Nation

 Encompassing health and
education initiatives

 Our support has reached every
province across the country





The First Aid In Schools Program

over 10,000

students across the country



2018	2019	2020	2021	2022	2023
1,453	1,424	1,029	981	2,617	1,285



We continued to be a Key Delivery Partner to Queenpads to ensure that girls and women have cost effective solutions for

menstrual health products

and are equipped to take care of themselves during menstruation.



Through our support of Buk Bilong Pikinini, we are investing in our future leaders, through world class education programs and innovative partnerships



**SIR BRIAN BELL FOUNDATION
SUPPORT SQUAD**



Our Sir Brian Bell Foundation Support Squad continued to provide support to the community across PNG.

**Over 30,000
students**

were educated

at Port Moresby Nature Park
in 2024

through the School Excursion Program
which teaches students about the
nations unique plants and animals.



In 2024 the Sir Brian Bell Centre
for Transfusion Medicine

collected an incredible
12,787 bags of blood

which has the potential to

SAVE 38,361 LIVES

LiteHaus
INTERNATIONAL

Through our partnership with LiteHaus International we have provided support for the completion of over 300 digital classrooms which are fitted with Niuinet boxes for a well-rounded digital education.



Advancing youth leadership, health and an entrepreneurial mindset through sport and education programs like Gymbox, Hevea Cup and more



The Christmas Wish
Tree Program
continues to support
charities across PNG
every year.



Through our partnership with the Kumura Foundation the Sir Brian Bell Foundation Haus was opened in Simbu which can cater for 80 orphans and disadvantaged students.



Our pioneer program, launched in conjunction with Port Moresby General Hospital, was the largest youth health initiative ever in PNG. Creating visibility of the health of our young people while educating on lifestyle and wellbeing



Creating Meaningful Partnerships



- In partnership with the CPL Foundation, the National Dept of Health, the NCD Provincial Health Authority and technical partners from Mt Hagen Hospital and the Kirby Institute
- Utilising the City Pharmacy site at Badili, Gen X equipment from Meddent and expertise from senior PNG health professionals, we can screen up to 22 women per day
- Minimal cost to the patient and immediate results, this service comes with post result support and structured referral pathways
- Over 500 women screened in just 3 months with positive results seen in 20% of these.
- 10 more significant cases referred to Port Moresby General Hospital for further care



We thank you for this opportunity



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